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AMERICAN RADIO

FALL, 1989 REPORT

(Arbitron Rating Period: 21 September 1989 - 13 December 1989)

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INTRODUCTION

This is the 15th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to understand all of the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Any corrections made by Arbitron to earlier published reports are included if they are received by 14 February, 1990.

Work on this edition was completed on 15 February, 1990. Mailing will begin on 23 February, 1990. If your copy is defective in any way, let me know and I will promptly mail another copy to you.

NOTES AND COMMENTS

LEADING STATIONS

WGN is now the most-listened-to station in the US. Stations in the top 100 making impressive gains include: WNEW-F, KLOS-F, WFAN, KQLZ-F, WVAZ-F, WQCD-F, WYSP-F, KCBS, WVEE-F, KWKW, WJLB-F, WXTU-F, WLUP, WBBM-F, WHQT-F, WIOQ-F, WFLZ-F, WLIB, WXRT-F, KNBR, WJJD, KILT-F AND KFI.

FM SHARE

The national FM share of audience is now 72.52% This represents a growth rate of 0.857% since the Fall of 1988 when the FM share was 71.904% In the Spring of 1989 the FM share was 73.438% There seems to be a bit of a pattern developing here where the Spring markets seem to be growing in FM share at a quicker rate than the Fall markets. Since the Fall markets are a subset of the Spring markets it allows us to make some fairly reliable assumptions about cause. Primarily, since the larger markets are rated again in the Fall it makes sense to assume that FM share is growing more rapidly in the small markets.

Lancaster, PA had the highest FM share at 93.26% The lowest was San Francisco with 60.74%

LEADING STATIONS BY FORMAT

	1/4 HOUR AVERAGE	METRO SHARE
CHR/TOP 40	WHTZ-F - New York	WKEE-F - Huntington, WV
AOR	WNEW-F - New York	WCMF-F - Rochester
AC/SOFT ROCK/OLDIES	WLTW-F - New York	WCRZ-F - Flint
BTFL/EZ	WPAT-F - New York	WEAT A/F - West Palm
BLACK/URBAN	WRKS-F - New York	WIKS-F - Greenville, NC
COUNTRY	WYNY - New York	WIVK A/F - Knoxville
NEWS/TALK	WGN - Chicago	KMOX - St. Louis
MOR/VARIETY	WCCO - Minneapolis	WCCO - Minneapolis
NOSTALGIA	WNEW - New York	WNAK - WB/Scranton
HISPANIC	KWKW - Los Angeles	KGBT - McAllen/Brown.
RELIGION/GOSPEL	WWRL - New York	WDAC-F - Lancaster
CLASSICAL	WNCN-F - New York	KLEF-F - Anchorage
JAZZ/NEW AGE	WQCD-F - New York	KHHH-F - Honolulu

GREATEST SHARE CHANGES

(Fall 88 to Fall 89)

Share Gainers

WRKT A/F	Erie	+ 14.7
WDRM-F	Huntsville	+ 9.5
WBYR-F	Fort Wayne	+ 9.0
KHYS-F	Beaumont	+ 8.3

Share Losers

WIOG-F	Saginaw	- 12.2
WMEE-F	Fort Wayne	- 9.0
WMJC-F	Indianapolis	- 7.0

OTHER LEADERS

Cume Rating: WIVK A/F - Knoxville
12+ TSA Cume: WINS - New York
Metro Share: WIVK A/F - Knoxville

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Albuquerque
Allentown-Beth
Anchorage
Appleton-Oshkosh
Atlanta
Atlantic City
Austin
Bakersfield

Baltimore
Baton Rouge
Beaumont
Birmingham
Boston
Bridgeport
Buffalo
Canton
Charlotte
Chattanooga

Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia, SC
Columbus, OH
Corpus Christi
Dallas-Ft. Worth
Davenport-RI-Moline
Dayton

Daytona Beach
Denver
Des Moines
Detroit
El Paso
Erie
Des Moines
Detroit
El Paso
Erie

Eugene
Flint
Ft. Wayne
Fresno
Grand Rapids
Greensboro-WS
Greenville-NB, NC
Greenville-Spartanburg
Harrisburg
Hartford

Honolulu
Houston
Huntington, WV
Huntsville
Indianapolis
Jackson
Jacksonville
JC-Kings-Bristol
Kalamazoo
Lancaster

Lansing
Las Vegas
Lexington
Little Rock
Los Angeles
Louisville
Lubbock
Madison
McAllen-Brownsville
Manchester

Memphis
Miami-Ft. Lauderdale
Milwaukee
Minneapolis-St. Paul
Mobile
Modesto
Monmouth-Ocean
Montgomery
Nashville
Nassau-Suffolk

Milwaukee
Minneapolis-St. Paul
Mobile
Modesto
Monmouth-OC
Montgomery
Nashville
Nassau-Suffolk
New Haven
New Orleans

New York
Norfolk
Oklahoma City
Omaha
Orlando
Pensacola
Peoria
Philadelphia
Phoenix
Pittsburgh

Portland, ME
Portland, OR
Portsmouth/Dover
Providence
Raleigh
Reno
Richmond
Riverside-SB
Roanoke-Lynchburg
Rochester

Sacramento
Saginaw-BC
St. Louis
Salinas-Monterey-SC
Salt Lake City
San Antonio
San Diego
San Francisco
San Jose
Seattle-Tacoma

Shreveport
Spokane
Syracuse
Tampa-St. Petersburg
Toledo
Tucson
Tulsa
Utica-Rome
Washington
West Palm Beach

Wichita
Wilkes-Barre-Scranton
Wilmington, DE
Worcester
York
Youngstown

CONDENSED MARKETS:
Burlington, VT
Cape Cod, MA
Chico, CA
Danbury, CT
Fayetteville
Ft. Myers
Ft. Pierce
Gainesville, FL
Lafayette, IN
Muskegon
New Bedford
Odessa-Midland
Palm Springs
Reading, PA
Santa Barbara
Santa Rosa
Stamford, CT

METRO SHARE LEADERS AND MAJOR MARKET CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Fall 1988 to Fall 1989. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WKDD-F, 8.7, CHR	WDOK-F, +2.4, AC	WMMS-F, -3.7, AOR
Albany-Schenectedy-Troy	WGNA-AF, 11.0, C	WGNA-AF, +2.6, C	WPYX-F, -2.8, AOR
Albuquerque	KRST-F, 12.4, C	KZKL-F, +3.6, AC	KKOB-F, -5.1, AC
Allentown-Bethlehem	WFMZ-F, 14.1, EZ	WHXT-F, +2.7, CHR	WAEB, -2.0, AC
Anchorage	KPXR-F, 13.4, CHR	KBFX-F, +5.8, AOR	KEAG-F, -4.7, AC
Appleton-Oshkosh	WAPL-F, 15.6, AOR	WAPL-F, +3.6, AOR	WOSH, -2.4, MOR
Atlanta	WVEE-F, 13.1, B	WVEE-F, +5.3, B	WYAY-FF, -2.7, C
Atlantic City	WFPG-F, 10.0, EZ WAYV-F, 10.0, AC	WSLT-F, +4.4, CL	WAYV-F, -3.3, AC
Austin	KASE-F, 15.4, C	KLTD-F, +2.4, AC	KEYI-F, -2.6, AC
Bakersfield	KUZZ-AF, 18.2, C	KWAC, +3.4, SP	KKBB-F, -3.6, AOR
Baltimore	WXYV-F, 9.1, B	WIYY-F, +1.7, AOR	WCAO, -1.0, C
Baton Rouge	WFMF-F, 13.7, CHR	WNDC, +5.6, REL	WYNK-F, -5.5, C
Beaumont	KHYS-F, 18.8, B	KHYS-F, +8.3, B	KWIC-F, -2.9, AOR
Birmingham	WZZK-AF, 16.2, C	WZRR-F, +4.0, AOR	WMJJ-F, -4.3, AC
Boston	WRKO, 6.6, N/T	WMJX-F, +1.0, AC WPLM-F, +1.0, BB	WZLX-F, -1.7, AOR
Bridgeport	WEZN-F, 15.7, AC	WKCI-F, +2.1, CHR	WYNY-F, -1.4, C
Buffalo-Niagara Falls	WBEN, 10.7, MOR	WGR -F, +3.1, AOR	WBUF-F, -3.5, AC
Canton	WHBC-F, 12.7, EZ	WONE-F, +2.0, AOR	WHBC, -1.9, MOR
Charlotte	WSOC-F, 15.4, C	WBT , +3.0, MOR	WLVK-F, -1.9, C
Chattanooga	WSKZ-F, 17.3, CHR	WNOO, +2.2, B	WLMX-F, -1.8, AC
Chicago	WGN , 10.7, N/T	WGN , +2.1, N/T	WXEZ-AF, -2.4, EZ
Cincinnati	WKRQ-F, 10.5, CHR	WIZF-F, +2.8, B	WRRM-F, -1.4, AC
Cleveland	WDOK-F, 8.5, AC	WPHR-F, +2.3, CHR	WQAL-F, -1.8, EZ
Colorado Srings	KKCS-AF, 9.3, C	KOA , +1.8, N/T	KIKX-F, -2.2, CHR
Columbia, SC	WWDM-F, 15.7, B	WOMG-F, +3.5, AC	WNOK-F, -3.6, CHR
Columbus, OH	WNCI-F, 13.9, CHR	WXGT-F, +2.6, CHR	WLVQ-F, -4.0, AOR
Corpus Christi	KOUL-F, 14.3, C	KWVS-F, +2.3, AC KMIQ-F, +2.3, ?	KRYS, -2.0, C
Dallas-Ft. Worth	KVIL-AF, 10.2, AC	KMEZ-F, +2.4, EZ	KHYI-F, -1.8, CHR WBAP, -1.8, C KKDA-F, -1.8, B
Davenport-Ri-Moline	WPXR-F, 17.1, CHR	WOC , +3.0, N/T	KRVR-F, -2.6, EZ
Dayton	WGTZ-F, 9.7, CHR	WAZU-F, +5.0, AOR	WTUE-F, -6.4, AOR
Daytona Beach	WWLV-F, 17.9, EZ	WHTQ-F, +5.5, AOR	WWKA-F, -4.8, C
Denver	KOA , 8.4, N/T	KSYY-F, +2.2, AC	KBPI-F, -1.4, AOR
Des Moines	WHO , 15.8, MOR	WHO , +4.7, MOR	KGGO, -6.5, AOR
Detroit	WJR , 8.3, MOR	WLTI-F, +2.1, AC	WOMC-F, -1.8, AC
El Paso	KPRR-F, 13.0, CHR	KOFX-F, +2.6, AC	KBNA-AF, -2.9, SP
Erie	WJET-F, 19.4, CHR	WRKT-AF, +14.7, AOR	WCCK-F, -5.9, AOR
Eugene	KUGN-F, 14.0, C	KUGN-F, +5.6, C	KZEL-F, -3.5, AOR
Flint	WCRZ-F, 18.2, AC	WWCK-F, +5.4, CHR	WIOG-F, -10.8, CHR
Fort Wayne	WMEE-F, 19.8, CHR	WBYR-F, +9.0, AC	WMEE-F, -9.0, CHR
Fresno	KMJ , 11.1, N/T	KNAX-F, +3.7, C	KOJY-F, -4.1, EZ
Grand Rapids	WCUZ-F, 11.0, C	WCUZ-F, +4.1, C	WJFM-F, -2.8, AC
Greensboro-WS	WTQR-F, 13.8, C	WJMH-F, +5.0, B	WQMG-F, -4.4, B
Greenville, NC	WIKS-F, 20.2, B	WTRG-F, +1.8, AC	WZYC-F, -4.5, AOR
Greenville-Spartanburg	WESC-F, 11.8, C	WMYI-F, +6.4, AC	WFBC-F, -3.1, AC
Harrisburg	WNNK-F, 19.6, CHR	WHYL, +3.2, BB	WNCE-F, -1.4, EZ
Hartford	WTIC, 15.0, MOR	WWYZ-F, +2.2, C	WRCH-F, -2.1, EZ
Honolulu	KQMQ-AF, 12.4, CHR	KHFX-F, +4.2, AOR	KQMQ-AF, -3.5, CHR
Houston	KMJQ-F, 8.1, B	KILT-F, +2.7, C	KRBE-F, -2.5, CHR
Huntington, WV	WTCR-AF, 29.8, C	WKEE-F, +4.4, CHR	WEMM-F, -3.5, REL
Huntsville	WDRM-AF, 22.1, C	WDRM-AF, +9.5, C	WZYP-F, -5.4, CHR
Indianapolis	WIBC, 15.8, MOR	WFMS-F, +3.3, C	WMJC-F, -7.0, AC
Jackson	WJMI-F, 15.6, B	NA	NA
Jacksonville	WAPE-F, 14.0, CHR	WHJX-F, +5.3, B	WZAZ-F, -4.0, B
John City-Kingsport	WQUT-F, 19.3, CHR	WIMZ-F, +1.7, AOR	WJCW, -2.7, C
Kalamazoo	WKFR-F, 19.9, CHR	WNWN-F, +5.0, C	WJFM-F, -4.0, AC
Kansas City	WDAF, 10.3, C	KBEQ-F, +3.9, CHR	KYYS-F, -2.7, AOR
Knoxville	WIVK-AF, 37.7, C	WIVK-AF, +4.7, C	WIMZ-AF, -4.9, AOR
Lancaster	WLAN-F, 11.1, CHR	WWKL-F, +[illegible].5, AC	WARM-F, -2.2, AC
Lansing	WVIC-AF, 18.5, CHR	WITL-F, +5.7, C	WJXQ-F, -3.1, AOR
Las Vegas	KFMS-AF, 12.0, C	KUDA-F, +3.4, AC	KKLZ-F, -3.1, AOR
Lexington	WVLK-F, 18.1, C	WTKT-F, +3.3, AC	WLFX-F, -4.2, CHR
Little Rock	KSSN-F, 17.7, C	KOLL-F, +3.8, AC	KSSN-F, -2.6, C
Los Angeles	KPWR-F, 6.2, CHR	KWKW, +2.2, SP	KJOI-F, -2.1, EZ
Louisville	WHAS, 15.9, MOR	WDJX-F, +2.2, CHR WLOU, +2.2, B	WQMF-F, -3.2, AOR

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Lubbock	KLLL-F, 18.7, C	KZII-F, +5.1, CHR	KRLB-F, -2.6, CHR
Madison	WZEE-F, 12.7, CHR	WOLX-F, +6.0, AC	WZEE-F, -6.1, CHR
Manchester	WZID-F, 15.6, EZ	NA	NA
McAllen-Brownsville	KBFM-F, 18.6, CHR	KTXF-F, +5.6, C	KGBT, -5.3, SP
Memphis	WHRK-F, 16.2, B	WDIA, +4.7, B	KRNB-F, -2.0, B
Miami-Ft. Lauderdale	WHQT-F, 8.0, B	WHQT-F, +3.1, B	WEDR-F, -1.2, B WFTL, -1.2, BB
Milwaukee	WTMJ, 10.5, MOR	WLUM-F, +4.0, B	WTMJ, -2.5, MOR
Minneapolis-St. Paul	WCCO, 18.4, MOR	KQQL-F, +2.2, AC	KLXK-F, -4.0, AC
Mobile	WKSJ-AF, 18.2, C	WBLX-F, +4.7, B	WMML, -3.8, B
Modesto	KHOP-F, 12.8, CHR	KHOP-F, +4.1, CHR	KJSN-F, -3.6, AC
Monmouth-Ocean	WOBM-F, 7.0, AC	NA	NA
Montgomery	WZHT-F, 19.2, B	WZHT-F, +6.9, B	WSYA-F, -5.0, AC
Nashville	WSIX-F, 12.4, C	WSIX-F, +2.5, C	WZEZ-F, -4.0, EZ
Nassau-Suffolk	WALK-F, 6.1, AC	WBLI-F, +1.8, CHR	WKJY-F, -.7,
New Haven	WKCI-F, 14.7, CHR	WKCI-F, +3.0, CHR	WTIC, -1.7, MOR
New Orleans	WYLD-F, 15.1, B	WYLD-F, +6.6, B	WQUE-AF, -4.5, B
New York	WPAT-F, 5.0, EZ	WSKQ-F, +1.6, SP	WHTZ-F, -1.3, CHR
Norfolk	WFOG-F, 10.0, EZ	WAFX-F, +5.6, AOR	WLTY-F, -3.7, AC
Oklahoma City	KXXY-AF, 14.0, C	KEBC-F, +2.7, C KZBS-F, +2.7, CHR	KJYO-F, -3.1, CHR
Omaha	KFAB, 15.8, MOR	KEFM-F, +2.9, AC	KOIL, -2.5, AC
Orlando	WWKA-F, 10.1, C	WJHM-F, +4.3, B	WWKA-F, -1.8, C
Pensacola	WMEZ-F, 10.1, EZ	WWSF-F, +4.1, CHR	WBLX-F, -2.8, B WTKX-F, -2.8, AOR
Peoria	WKZW-F, 16.0, CHR	WGLO-F, +2.2, AC	WWCT-F, -2.8, AOR
Philadelphia	WMMR-F, 7.5, AOR	WIOQ-F, +2.8, CHR	WEGX-F, -2.4, CHR
Phoenix	KNIX-AF, 11.4, C	KMLE-F, +3.0, C	KZZP-AF, -3.0, CHR
Pittsburgh	KDKA, 12.3, MOR	WTAE, +1.8, N/T	KDKA, -1.1, MOR
Portland, ME	WPOR-AF, 14.1, C	WMGX-F, +5.4, AC	WPOR-F, -2.1, C
Portland, OR	KKRZ-F, 10.7, CHR	KEX , +2.7, MOR	KYTE, -2.4, CL
Portsmouth-Dover-Rochester,nh	WHEB-AF, 11.4, AOR	WERZ-F, +3.3, CHR	WOKQ-F, -2.1, C
Providence	WPRO-F, 9.9, CHR	WPRO, +3.2, N/T	WPRO-F, -2.9, CHR
Raleigh	WRDU-F, 8.2. AOR	WTRG-F, +3.3, AC	WRDU-F, -2.3, AOR
Reno	KWNZ-F, 10.8, CHR	KRNO-AF, +1.9, AC KIIQ-F, +1.9, C	KOH , -1.6, N/T KROI-F, -1.6, J/NA
Richmond	WRVQ-F, 12.5, CHR	WTVR-F, +2.5, EZ	WMXB-F, -3.2, AC
Riverside-San Bernardino	KGGI-F, 10.1, CHR	KQLZ-F, +3.2, CHR	KIIS-F, -2.6, CHR
Roanoke-Lynchburg	WXLK-F, 15.2, CHR	WROV-F, +7.6, AOR	WXLK-F, -5.4, CHR
Rochester	WCMF-F, 15.7, AOR	WKLX-F, +3.3, AC	WPXY-F, -1.7, CHR
Sacramento	KRAK-F, 9.3, C	KRAK-F, +2.2, C KXOA-F, +2.2, AC	KQPT-F, -3.1, J/NA
Saginaw-Bay City-Midland	WIOG-F, 17.9, CHR	WTLZ-F, +4.4, B	WIOG-F, -12.2, CHR
Salinas-Monterey-Santa Cruz	KGO , 7.1, N/T KDON-F, 7.1, CHR	KTGE, +1.3, SP KRAY-F, +1.3, SP	KDON-F, -4.1, CHR
Salt Lake City	KSFI-F, 11.3, EZ	KLZX-F, +2.8, AOR	KRSP-F, -4.3, AOR
San Antonio	KCYY-F, 10.3, C	KMMX-F, +2.1, AC	KQXT-F, -3.2, EZ
San Diego	KKLQ-AF, 9.0, CHR	KFSD-F, +1.1, CL	KFMB-F, -2.2, AC
San Francisco	KGO , 8.2, N/T	KNBR, +1.5, MOR	KIOI-F, -1.3, AC
San Jose	KBAY-F, 6.2,	KLOK, +1.2,	KSJO-F, -2.5,
Seattle-Tacoma	KPLZ-F, 9.1, CHR	KPLZ-F, +3.3, CHR	KIRO, -2.3, N/T
Shreveport	KRMD-AF, 18.1, C	KVKI-F, +4.1, AC	KOKA, -3.2, REL
Spokane	KZZU-F, 14.4, CHR	KEZE-F, +3.2, AOR	KAQQ, -1.8, MOR
Springfield, MA	WAQY-F, 9.6, AOR	WMAS, +3.0, BB	WRCH-F, -2.2, AC
St. Louis	KMOX, 18.8, N/T	WKBQ-F, +3.1, CHR	KSHE-F, -1.5, AOR KLOU-F, -1.5, AC
Stockton	KHOP-F, 6.8, CHR	KNBR, +3.2, MOR	KRAK, -3.4, C
Syracuse	WYYY-F, 14.1, AC	WFBL, +4.5, BB	WSYR, -4.6, MOR
Tampa-St. Petersburg	WFLZ-F, 11.6, AC	WFLZ-F, +7.3, AC	WRBQ-F, -5.7, CHR
Toledo	WIOT-F, 12.7, AOR	WLQR-F, +3.0, EZ	WTOD, -2.6, C
Tucson	KRQQ-F, 16.7, CHR	KLPX-F, +2.4, AOR	KIIM-F, -2.3, C
Tulsa	KMOD-F, 9.7, AOR	KVLT-F, +3.4, AC	KMOD-F, -4.7, AOR
Utica-Rome	WRCK-F, 10.5, CHR	NA	NA
Washington	WGAY-F, 7.7, EZ	WMMJ-F, +2.4, B	WHUR-F, -1.1, B WWDC-F, -1.1, AOR
West Palm Beach	WEAT-AF, 19.3, EZ	WEAT-AF, +2.6, EZ	WMXJ-F, -2.2, AC
Wichita	KKRD-F, 14.9, CHR	KRBB-F, +2.4, AC	KEYN-F, -2.1, AC
Wilkes Barre-Scranton	WKRZ-F, 13.4, CHR	WNAK, +3.6, BB	WGBI-F, -2.3, AC
Wilmington, DE	WSTW-F, 11.0, CHR	WIOQ-F, +2.2, CHR	WMMR-F, -3.9, AOR
Worcester	WSRS-F, 13.1, EZ	WXLO-F, +2.5, AC	WROR-F, -1.7, AC
York	WYCR-F, 12.4, CHR	WGTY-F, +4.7, C	WGRX-F, -1.7, AOR
Youngstown	WHOT-F, 12.8, CHR	WRKU-F, +3.1, AOR WFMJ, +3.1, BB	WKBN-F, -2.7, MOR

*Based on MSA, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in Arbitron are included.

STATION TRADING ACTIVITY

(23 Aug 89 - 10 Feb 90)

Below are the major station sales made in rated markets of interest. Remember that these are announced sales and those transactions may never have closed. (E) = estimate.

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KKYX-F	Bryan, TX	Sold to Sun Group	$ 3,600,000	
KMJJ-F	Shreveport	Sold to Sun Group	2,400,000	
			$ 6,000,000	(John Barger)
KLSI-F	Kansas City	From Sandusky to Apollo	8,500,000	(Blackburn)
KBPI-F	Denver	From Sandusky to Great America	13,500,000 (E)	
WKRL-F	Tampa	From Sandusky to Great American	16,500,000 (E)	
			$ 30,000,000	(Chapman)
KKBB-F	Bakersfield	Sold to Kohl	3,300,000	(MVP & Americom)
WWSD/WIQI-F	Quincy (Tallahassee)	From Ardman to Ragan Henry's son	2,000,000	
WCLZ-F	Brunswick (Portland, ME)	Sold to Doug Tanger	2,175,000	(Chapman)
WEEI	Boston	Sold to Boston Celtics	8,000,000	(Stevens)
WMYK-F	Eliza. City (Norfolk)	From Paul Lucci to Paco-Jon	7,500,000	(Chapman)
KRTH	Los Angeles	From Beasley to Lieberman	23,000,000 + tax cert.	
KLOK/KBRG-F	San Jose		15,000,000	(Blackburn)
WORC	Worcester		600,000	
WDAN/WDNL-F	Danville, IL	Sold by Majac to Neuhoff	2,350,000	(Americom)
WTHT-F	Portland, ME	Sold to Beacon	2,600,000	(Kozacko-Horton)
WEIR A/F	Steubenville		406,200	
KNIS-F	Carson City (Reno)		1,500,000	(Chapman)
KTGR, KCMQ-F	Columbia, MO		2,150,000	(Chapman)
KTCR, KOTY-F	Richland, WA	From Ives to Kip Guth	1,000,000	
KUTI, KXDD-F	Yakima, WA	From Ives to Kip Guth	1,000,000	
			$ 2,000,000	
WKOL A/F	Amsterdam, NY	Sold by Sage	1,500,000	
WBIG	Gastonia, NC	Sold by Beasley	125,000	
KGLF-F	Freeport, TX	Sold to Ragan Henry	2,000,000	(Sailors)
WFTH	Richmond	Sold by Willis	450,000	
WDJK	Richmond	Sold to Willis	450,0002	
KDAB-F	Ogden (Salt Lake)	Sold by Albimar	1,850,000	
KBER-F	Spanish Fork (Salt Lake)		1,000,000	
WOFM-F	Moyock (Norfolk)		3,075,000	(Hickman)
KASY	Auburn (Seattle)	Sold to Viacom	1,750,000	
WYLL-F	Des Plaines, IL	Sold to Salem	9,250,000	(Blackburn)
WLMX A/F	Rossville (Chattanooga)	Sold to Baum by Media Capital	7,000,000	(Blackburn)
KFAN-F	Fredericksburg, TX		6,000,000	(Blackburn)
WSOM/WQXK-F	Salem (Youngstown)	From Lincoln to Legend	5,500,000	(Americom)
WAIM/WCKN-F	Anderson (Greenville, SC)	Sold to ABS	6,000,000	(Americom)
WAYV-F	Atlantic City	Sold to Ragan Henry	13,000,000	(Mahlman)
WTAX, WDBR-F	Springfield, IL	From Sage to Lakeshore	4,000,000	(Blackburn)
WLVH	Manchester, CT	60% sold by Sage	925,000	
KMNS, KSEZ-F	Sioux City	From Sage to Legend	3,250,000	
KOGO, KBBY-F	Oxnard	Sold to George Duncan	6,700,000	(MVP)
WWPA, WYRS-F	Williamsport, PA		490,000	(Rosenblum)
WSIX A/F	Nashville	From Hicks to Capstar	16,000,000	(Americom)
KEAP	Fresno	Sold to Americom (Quinn)	460,000	
WHMA A/F	Anniston, AL	Sold to Crown	7,500,000	(MVP)
KJNE-F	Hillsboro (Waco)	From Moran to Hilliard		
KGTM, KNIN-F	Wichita Falls	From Moran to Hilliard		
KWON	Bartlesville, OK	From Moran to Hilliard		
			$ 2,225,000	(Media Finance)
WSUA	Miami		?	
WCHB	Inkster (Detroit)		550,000	(Chapman & Mediacor)
WMTX, WXLS-F	Biloxi, MS		1,432,000	
WOIC, WNOK-F	Columbia, SC	Sold by Audubon to Voyager	7,500,000	(Sailors)
WTPI-F	Indianapolis	From Somerset to Pinnacle	12,000,000	
WAQI A/F	Miami	Sold to Viva/Heftel	7,400,000 + assets	
WIBB, WFXM-F	Macon	From Davis to Woodfin	1,650,000	
KIIZ, KIXS-F	Killeen, TX		2,600,000	(Chapman)
WPVA	Colonial Heights, VA	Sold by ABS	130,000	
KMPZ-F	Memphis	From Dittman to Diamond	6,000,000	(Americom)
WHDH	Boston	Sold by Sconnix	14,000,000	
WILK	WB/Scranton	Sold to Keymarket	?	(Comm. Equity)
KDMG-F	Pella (Des Moines)	From Beta to Valley	2,750,000	(Questcom)
KTRH	Houston	From Rusk to Jacor	31,000,000 (E)	
KLOL-F	Houston	From Rusk to Jacor	39,000,000 (E)	
KSMG-F	San Antonio	From Rusk to Jacor	10,000,000 (E)	
			$ 70,500,000	(MVP/Americom)
WVOI	Toledo	Sold out of receivership	663,000	
KZKX-F	Lincoln	From Music Radio to Sherman/Osborn	1,845,000	(MVP)
WXVI	Montgomery		330,000	
KZZP	Phoenix	Sold by Nationwide	975,000	
WTIS	Tampa		1,700,000	

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WABK A/F	Gardiner, ME		$ 1,050,000	
KJIL-F	Oklahoma City	From Swaggert to CBN	1,000,000	
KJOI	Los Angeles	From Command to Viacom	86,000,000	
KHOW/KSYY-F	Denver	From Command to Viacom	15,500,000	
			$101,500,000	
KJQY-F	San Diego	From Command to Westwood One	19,000,000	
WNEW	New York	From Westwood One to Command	15,300,000	
KWTD-F	Lonoke, AR	Sold to Willis	445,000	
KQXK, KCIZ-F	Springdale, AR	From Moran to Kelly	1,000,000	(Chapman)
WAME	Charlotte	From Swaggert to CBN	725,000	
KLSK-F	Santa Fe/Albuquerque		2,000,000	(Kalil)
WXTR-F	Washington, DC	From Ragan Henry to Radio Ventures	32,500,000	
KOFY A/F	San Francisco	Sold to Viacom	20,200,000	(LaRue)
WKMI, WKFR-F	Kalamazoo	From Dave Hicks to Waldron	11,000,000 + tax cert	(Americom)
WQIK A/F	Jacksonville	From Jacor to Channel 17	16,000,000	
WMYU	Knoxville	From Jacor to Channel 17	12,000,000	
	(THIS DEAL NEVER CLOSED)		$ 28,000,000	(Americom)
WWNN	Pompano Beach		3,500,000	
WTTT	Amherst, MA		400,000	(Craig Culp)
WKKY-F	Moss Point, MS	Sold to Waldron	1,500,000	
WBVE-F	Hamilton (Cincinnati)	From Reams to Entercom	5,850,000	(Stevens)
WQIZ, WKQB-F	St. George (Charleston, SC)		2,450,000	(Gazzana)
KNTA	S. Clara (San Jose)		2,000,000	
KKAM, KBOS-F	Fresno	Sold to Dwight Case	6,900,000 (E)	
KIST, KMGQ-F	Santa Barbara	Sold to Dwight Case	4,800,000 (E)	
			$ 11,750,000	(MVP)
WADC, WMGP	Parkersburg, WV		670,000	(MVP)
KPMC	Bakersfield	Sold to Buckley	1,000,000	(Chapman)
WEJZ-F	Jacksonville	From ML to Renda	7,000,000 (E)	
KBEZ-F	Tulsa	From ML to Renda	4,635,000 (E)	
			$ 11,635,000	(MVP)
KNRJ-F	Houston	From Emmis to Nationwide	30,000,000	(Morgan Stanley)
WBAB A/F	Long Island	Sold by Noble	26,000,000	(First Boston/CEA)
WSOK, WAGU-F	Savannah	From Love to Opus	3,900,000 (E)	
KNAN-F	Monroe, LA	From Love to Opus	2,000,000 (E)	
WKXI, WTYX-F	Jackson, MS	From Love to Opus	5,100,000 (E)	
			$ 11,000,000	
KQYT-F	Green Valley (Tucson)	Sold to Nova	2,000,000	(Questcom)
WJPC	Chicago	From Johnson to Douglas/Winners	6,000,000	
KFOR, KFRX-F	Lincoln	From Arrow to May	6,600,000	
WICE	Pawtucket, RI		688,000 (E)	
WMYU-F	Knoxville	From Jacor to Dalton	11,600,000	(Americom)
KTHO A/F	Salt Lake Tahoe		1,525,000	(Hogan-Feldman)
KFKF	Kansas City	Sold by Sconnix	500,000	
WEAZ	Philadelphia	Sold to Salem	6,500,000	(Stevens)
WBZN A/F	Racine (Milwaukee)	From Adams to Ragan Henry	3,500,000	(Capstone)
WBBB, WPCM-F	Burlington, NC	Sold to Don Curtis (GAMC)	3,450,000	(Marshall)
WCGL	Jacksonville		510,000	
WDOT	Burlington, VT		700,000	
KHEY A/F	El Paso	Sold to Ragan Henry	8,400,000	(Barger)
WYCB	Washington		2,750,000	
KKOB A/F	Albuquerque	From Fairmont to Fritzinger	20,000,000	(Stevens)
KTME, KRQK-F	Lompoc		1,500,000	(MVP)
WWIN A/F	Baltimore	From Ragan Henry to Almic	6,900,000	
WMGL-F	Ravenal (Charleston, SC)		525,000	(Fischer)
WSVS-F	Crewe, VA	Sold to Willis	5,500,000	
KRLD	Dallas	From Command to Evergreen	47,000,000 (E)	
KODA-F	Houston	From Command to Evergreen	28,000,000	
			$75,000,000	(Americom)
WWWE	Cleveland	Sold to Booth	10,000,000 +WRMR	(Crisler)
KXPT-F	Oxnard		2,00,000	(MVP)
WTTB, WGYL-F	Vero Beach		7,500,000 (E)	
WQRC-F	Cape Cod		7,000,000 (E)	
			$14,500,000	(Blackburn)
WACO, KTKS-F	Waco	49% sold by Sage to Sungroup	NA	
WGNE-F	Titusville	49% sold by Sage to Sungroup	NA	
			$ 7,500,000	
WMRE (1580)	Knoxville		135,000	
WWON	Woonsocket		600,000	
WKJR, WQWQ-F	Muskegon	Sold to Federated	1,540,000	
KYJC, KFMJ-F	Medford		300,000	
WGAR	Cleveland	From Nationwide to Douglas	2,000,000	(Mahlman)
KKAT-F	Salt Lake	From Brown to Apollo	12,000,000	(Americom)
KEZQ-F	Little Rock		3,250,000	(CEA)

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KMGC-F	Dallas	From Shamrock to Cook Inlet	$22,000,000 + tax cert.	
KMJC	El Cajon (San Diego)	Sold to Family Stations	2,400,000	
WEZL-F	Charleston, SC	From John Price to Apollo	8,100,000	(Stevens)
WBSM, WFHM-F	New Bedford, MA	From Sage to Benchmark to Hartstone/Dickstein	4,750,000	(Americom;Cohn)
WDOV, WDSD-F		From Benchmark to Hartstone/Dickstein	4,750,000	(Americom;Cohn)
KZAM A/F	Creswell (Eugene)	Sold by Jim Kefford	295,000	(Exline;Miller)
KFXZ-F	Maurice, LA (Lafayette)	Sold to Vetter	1,200,000	
KORQ A/F	Abilene, TX	From Bakke to Adams, Jr.		
KLSF-F	Amarillo	From Bakke to Adams, Jr.		
KMND, KNFM-F	Midland	From Bakke to Adams, Jr.		
			$ 4,928,000	
KEZQ-AM	Little Rock	Sold to Willis	250,000	
WYYN, WTNT-F	Tallahassee	Sold by Palmer	2,800,000	(Clark)
WSIR	Winter Haven, FL		230,000	
KEIN, KLFM-F	Great Falls	Sold to Adams, Jr.	650,000	
WWHB-F	Long Island	Sold to BAB	1,800,000	
KKFN, KKRC-F	Sioux Falls	Sold by Vaughn	1,500,000	
WQBZ-F	Ft. Valley (Macon)	Sold to Steven Taylor	3,000,000	(LaRue)
WJNL A/F	Johnstown, PA		1,350,000	
WTGH	Columbia, SC	Sold to Willis	500,000	
WTAX, WDBR-F	Springfield, IL	From Sage to Lakeshore	4,000,000	(Blackburn)
WAFX-F	Norfolk	From Downs to Radio Ventures	10,000,000	(Richards)
WTUX, WTLC-F	Indianapolis	From Panache to Broadcast Parnters	13,100,000	(MVP)
KSSK A/F	Honolulu	Sold by Heftel	6,800,000	
WXOK	Baton Rouge		1,000,000	
WOCB A/F	Cape Cod	Sold to US Media	2,750,000	(Sherman)
KFMY, KZOL-F	Provo	Sold by Cook Inlet	972,000	
KDAE, KLTG-F	Corpus Christi	Sold to Broad Based	1,900,000	(Peterson)
KKWM (570)	Dallas	From Anchor to Susquehanna	?	

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER	EST 1989 REVENUE
1.	WIVK-AF	Knoxville	37.7	C	Dick	$ 5,500,000
2.	WTCR-AF	Huntingto	29.8	C	CRB	2,200,000
3.	WKEE-F	Huntingto	22.6	CHR	---	1,800,000
4.	WDRM-AF	Huntsvill	22.1	C	---	2,400,000
5.	WIKS-F	GreenvlNC	20.2	B	---	N/A
6.	WKFR-F	Kalamazoo	19.9	CHR	---	2,500,000
7.	WMEE-F	Ft. Wayne	19.8	CHR	Federated	3,000,000
8.	WNNK-F	Harrisbrg	19.6	CHR	Keymarket	5,700,000
9.	WJET-F	Erie	19.4	CHR	Myron Jones	1,500,000
10.	WEAT-AF	West Palm	19.3	EZ	Taylor	3,100,000
	WQUT-F	John city	19.3	CHR	Bloomington	2,150,000
12.	WZHT-F	Montgomer	19.2	B	---	N/A
13.	WXBQ-F	John city	19.1	C	Mininger	1,800,000
14.	KMOX	St. Louis	18.8	N/T	CBS	21,700,000
	KHYS-F	Beaumont	18.8	B	Clear Channel	1,400,000
16.	KLLL-F	Lubbock	18.7	C	Pinnacle	2,000,000
17.	KBFM-F	MC-BROWN	18.6	CHR	Encore	1,600,000
18.	WVIC-AF	Lansing	18.5	CHR	Goodrich	3,100,000
19.	WCCO	Minn-St.P	18.4	MOR	---	21,500,000
20.	WKSJ-AF	Mobile	18.2	C	Capitol	3,800,000
	WCRZ-F	Flint	18.2	AC	Faircom	3,200,000
	KUZZ-AF	Bkrsfield	18.2	C	Buck Owens	2,900,000
23.	KRMD-AF	Shreveprt	18.1	C	AmCom	2,000,000
	WVLK-F	Lexington	18.1	C	Bluegrass	2,700,000
25.	WZYP-F	Huntsvill	17.9	CHR	---	2,000,000
	WIOG-F	Saginaw-b	17.9	CHR	Booth	3,700,000
	WWLV-F	Dytna Bch	17.9	EZ	Root	1,800,000
28.	KSSN-F	Little Rk	17.7	C	So. Skies	4,100,000
29.	WITL-F	Lansing	17.3	C	Mid. Family	2,600,000
	WSKZ-F	Chtnooga	17.3	CHR	Bloomington	2,600,000
31.	WPXR-F	Davenport	17.1	CHR	Roth	1,400,000
	WLLR-F	Davenport	17.1	C	Sconnix	2,200,000
33.	KRQQ-F	Tucson	16.7	CHR	Nationwide	3,300,000
34.	WBLX-F	Mobile	16.6	B	Beasley	1,950,000
35.	WHRK-F	Memphis	16.2	B	Ragan Henry	3,400,000
	WZZK-AF	Brmngham	16.2	C	NewCity	6,100,000
37.	WKZW-F	Peoria	16.0	CHR	Midwest TV	1,400,000
38.	WHAS	Louisvill	15.9	MOR	Clear Channel	5,800,000
	WAMZ-F	Louisvill	15.9	C	Clear Channel	4,000,000
40.	WIBC	Indy	15.8	MOR	Sconnix	8,300,000
	KFAB	Omaha	15.8	MOR	Henry	4,200,000
	WHO	Des moine	15.8	MOR	Palmer	3,200,000
43.	WCMF-F	Rochester	15.7	AOR	Stoner	5,400,000
	WEZN-F	Brdgeport	15.7	AC	NewCity	4,900,000
	WWDM-F	Columbia	15.7	B	---	2,200,000
46.	WJMI-F	Jackson	15.6	B	Holt	2,100,000
	WAPL-F	Appleton	15.6	AOR	Woodward	2,200,000
	WZID-F	Manchestr	15.6	EZ	Sunshine	1,800,000
49.	WLWI-F	Montgomer	15.5	C	Colonial	2,800,000
50.	WSOC-F	Charlotte	15.4	C	Cox	6,000,000
	KASE-F	Austin	15.4	C	---	$4,500,000
52.	WFBQ-F	Indy	15.3	AOR	Great Am.	9,000,000
53.	WXLK-F	Roanoke-l	15.2	CHR	Coleman	3,500,000
54.	WYLD-F	New Orlns	15.1	B	Interurban	2,600,000
55.	WTIC	Hartford	15.0	MOR	Chase	9,200,000
	WNWN-F	Kalamazoo	15.0	C	---	1,400,000
57.	KKRD-F	Wichita	14.9	CHR	---	2,200,000
58.	WKCI-F	New Haven	14.7	CHR	Noble	8,500,000
	WSWT-F	Peoria	14.7	EZ	Comm.Service	1,000,000
	WRKT-AF	Erie	14.7	AOR	---	N/A
61.	WTFM-F	John city	14.6	AC	Home News	1,600,000
62.	KZZU-F	Spokane	14.4	CHR	Olympia	1,600,000
	WXLP-F	Davenport	14.4	AOR	Goodrich	1,500,000
64.	KOUL-F	Corpus Ch	14.3	C	---	1,500,000
65.	WFMZ-F	Allentown	14.1	EZ	---	1,900,000
	WYYY-F	Syracuse	14.1	AC	NewCity	5,000,000
	WCOS-F	Columbia	14.1	C	---	3,000,000
	WPOR-AF	Prtlnd,ME	14.1	C	---	2,500,000
69.	KXXY-AF	Oklahoma	14.0	C	NewMarket	4,700,000
	WAPE-F	Jacksnvle	14.0	CHR	Evergreen	4,600,000
	KTXF-F	MC-BROWN	14.0	C	---	1,500,000
	KUGN-F	Eugene	14.0	C	---	N/A
	KZII-F	Lubbock	14.0	CHR	---	600,000
74.	WNCI-F	ColumbusO	13.9	CHR	Nationwide	8,100,000
	KZFM-F	Corpus Ch	13.9	CHR	---	1,300,000
76.	WTQR-F	Greensbor	13.8	C	NewMarket	4,200,000
77.	WFMF-F	Btn Rouge	13.7	CHR	Jenne	2,400,000
	WAJI-F	Ft. Wayne	13.7	AC	S. Tarzian	2,000,000
	WXKC-F	Erie	13.7	AC	---	1,800,000
80.	WMSI-F	Jackson	13.6	C	---	3,300,000
	WLAP-F	Lexington	13.6	CHR	Trumper	2,550,000
82.	WWCT-F	Peoria	13.5	AOR	---	1,500,000
83.	WKRZ-F	WilkesBar	13.4	CHR	Keymarket	2,800,000
	KPXR-F	Anchorage	13.4	CHR	Ingstad	900,000
85.	KQKQ-F	Omaha	13.3	CHR	---	3,100,000
	KKXX-F	Bkrsfield	13.3	CHR	---	1,000,000
87.	WRVC-F	Huntingto	13.2	AC	---	800,000
	WGIR-F	Manchestr	13.2	AOR	Knight	3,000,000
89.	WVEE-F	Atlanta	13.1	B	Summit	10,900,000
	WSRS-F	Worcester	13.1	EZ	Knight	3,000,000
	KRLB-F	Lubbock	13.1	CHR	Dowe	1,600,000
92.	KEZO-AF	Omaha	13.0	AOR	Narragansett	3,100,000
	KPRR-F	El paso	13.0	CHR	---	1,200,000
94.	WUSY-F	Chtnooga	12.9	C	Colonial	2,550,000
	KGGO-F	Des moine	12.9	AOR	Stoner	2,500,000
96.	WHOT-F	Youngstwn	12.8	CHR	Myron Jones	2,800,000
	KHOP-F	Modesto	12.8	CHR	Fuller Jeff.	2,000,000
98.	WLEV-F	Allentown	12.7	AC	Zimmerman	3,600,000
	WIOT-F	Toledo	12.7	AOR	Reams	3,100,000
	WDZZ-F	Flint	12.7	B	---	2,000,000

*Based on 1/4 HR AVG, Metro Share, Broadcast Week, 12+

NATIONAL FM SHARE*

FAL 89 72.52%

SPG 89	73.438%
FAL 88	71.904%
SPG 88	71.376%
FAL 87	70.605%
SPG 87	71.835%
FAL 86	69.655%
SPG 86	68.791%
FAL 85	67.109%
SPG 85	66.549%
FAL 84	65.032%
SPG 84	64.290%
FAL 83	63.058%
SPG 83	62.291%
FAL 82	60.571%
SPG 82	58.870%
FAL 81	58.651%
SPG 81	57.353%
OCT/NOV 80	56.116%
APR/MAY 80	54.254%
OCT/NOV 79	53.627%
APR/MAY 79	50.887%
OCT/NOV 78	50.698%
APR/MAY 78	47.638%
OCT/NOV 77	46.501%
APR/MAY 77	44.428%
OCT/NOV 76	43.818%
APR/MAY 76	40.886%
APR/MAY 76	40.886%

FM GROWTH RATE

OCT/NOV 76 TO OCT/NOV 77:	6.123%
OCT/NOV 77 TO OCT/NOV 78:	9.026%
OCT/NOV 78 TO OCT/NOV 79:	5.777%
OCT/NOV 79 TO OCT/NOV 80:	4.641%
OCT/NOV 80 TO FAL 81:	4.517%
FAL 81 TO FAL 82:	3.274%
FAL 82 TO FAL 83:	4.106%
FAL 83 TO FAL 84:	3.130%
FAL 84 TO FAL 85:	3.194%
FAL 85 TO FAL 86:	3.794%
FAL 86 TO FAL 87:	1.364%
FAL 87 TO FAL 88:	1.840%
FAL 88 TO FAL 89:	0.857%

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '88 RANK	ESTIMATED 1989 REVENUE
1. WGN	Chicago	1537	N/T	Tribune Co.	7	$ 37,400,000
2. WPAT-F	New York	1405	EZ	Park	3	11,200,000
3. WOR	New York	1388	N/T	Buckley	2	16,500,000
4. WLTW-F	New York	1366	AC	Viacom	4	24,000,000
5. WINS	New York	1289	N/T	Westinghouse	8	25,000,000
6. WHTZ-F	New York	1216	CHR	Malrite	1	21,000,000
7. WCBS-F	New York	1161	AC	CBS	5	23,500,000
8. WRKS-F	New York	1127	B	Summit	9	12,000,000
WQHT-F	New York	1127	CHR	Emmis	12	13,300,000
10. WNEW-F	New York	1113	AOR	Westinghouse (P)	19	18,500,000
11. KOST-F	Los Angeles	1097	AC	Cox	16	28,800,000
12. KPWR-F	Los Angeles	1064	CHR	Emmis	6	28,700,000
13. KIIS-F	Los Angeles	1053	CHR	Gannett	10	31,700,000
14. WCBS	New York	1046	N/T	CBS	11	20,200,000
15. WBLS-F	New York	1037	B	Inner City	17	14,000,000
16. KLOS-F	Los Angeles	982	AOR	Cap Cities/ABC	28	22,000,000
17. WNSR-F	New York	966	AC	Bonneville	20	15,000,000
18. WGCI-F	Chicago	918	B	Gannett	23	19,100,000
19. WXRK-F	New York	892	AOR	Infinity	13	18,000,000
20. WCCO	Minneapolis-St. Paul	888	MOR		24	21,500,000
21. WPLJ-F	New York	887	CHR	Cap Cities/ABC	14	13,000,000
22. WABC	New York	885	N/T	Cap Cities/ABC	15	15,800,000
23. WFAN	New York	872	N/T	Emmis	35	17,000,000
24. KQLZ-F	Los Angeles	868	CHR	Westwood One	55	7,500,000
25. KGO	San Francisco	824	N/T	Cap Cities/ABC	22	21,500,000
26. KABC	Los Angeles	814	N/T	Cap Cities/ABC	18	35,000,000
27. KMOX	St. Louis	806	N/T	CBS	32	21,700,000
28. WMMR-F	Philadelphia	773	AOR	Westinghouse	26	16,000,000
29. WJR	Detroit	751	MOR	Cap Cities/ABC	29	21,000,000
30. KBIG-F	Los Angeles	750	AC	Bonneville	38	17,900,000
31. WYNY-F	New York	726	C	Westwood One	21	8,400,000
32. KNX	Los Angeles	717	N/T	CBS	33	21,500,000
33. WBBM	Chicago	684	N/T	CBS	27	19,000,000
34. WNEW	New York	665	BB	Westwood One/Sillerman	44	7,000,000
35. WVAZ-F	Chicago	635	B	Broadcast Partners	52	8,200,000
36. WQCD-F	New York	627	J/NA	Tribune Co.	59	10,100,000
37. WYSP-F	Philadelphia	607	AOR	Infinity	55	8,700,000
38. KCBS	San Francisco	600	N/T	CBS	62	15,000,000
39. KTWV-F	Los Angeles	594	J/NA	Westinghouse	37	14,200,000
40. WVEE-F	Atlanta	586	B	Summit	127	10,900,000
41. KRTH-F	Los Angeles	581	AC	Beasley	31	22,400,000
42. KWKW	Los Angeles	577	SP	Lotus	276	5,000,000
43. KVIL-AF	Dallas-Ft. Worth	573	AC	Infinity	66	21,000,000
44. KLVE-F	Los Angeles	566	SP	Heftel	67	8,500,000
45. KYW	Philadelphia	563	N/T	Westinghouse	45	15,500,000
46. WUSL-F	Philadelphia	555	B	Tak	34	10,000,000
47. WEAZ-F	Philadelphia	537	EZ		43	9,200,000
48. WLUP-F	Chicago	533	AOR	Evergreen	45	20,000,000
49. KDKA	Pittsburgh	521	MOR	Westinghouse	42	8,700,000
50. WJLB-F	Detroit	519	B	Booth	75	10,600,000
51. WEGX-F	Philadelphia	513	CHR	Malrite	36	7,200,000
52. WXTU-F	Philadelphia	512	C	Beasley	82	5,500,000
53. WLUP	Chicago	511	N/T	Evergreen	113	6,500,000
54. WIVK-AF	Knoxville	510	C	Dick	72	5,500,000
55. KROQ-F	Los Angeles	507	AOR	Infinity	39	12,300,000
56. WBBM-F	Chicago	503	CHR	CBS	90	7,600,000
57. WHQT-F	Miami-Ft. Lauderdale	502	B	EZ	173	7,000,000
58. WYTZ-F	Chicago	501	CHR	Cap Cities/ABC	51	6,600,000
59. WBZ	Boston	497	MOR	Westinghouse	40	11,700,000
60. WIOQ-F	Philadelphia	492	CHR	EZ	247	3,200,000
WCKG-F	Chicago	492	AOR	Cox	49	8,000,000
62. WFLZ-F	Tampa-St. Petersburg	481	AC	Jacor	410	2,900,000
63. KSCS-F	Dallas-Ft. Worth	479	C	Cap Cities/ABC	63	10,000,000
64. KJOI-F	Los Angeles	476	EZ	Viacom (P)	25	10,000,000
65. KFWB	Los Angeles	474	N/T	Westinghouse	54	16,400,000
66. WRKO	Boston	471	N/T	Atlantic Ventures	64	9,500,000
67. KTNQ	Los Angeles	466	SP	Heftel	70	10,500,000
68. KMEL-F	San Francisco	463	CHR	Century	60	11,000,000
69. WXEZ-AF	Chicago	461	EZ	Century	30	7,400,000
70. WLIB	New York	459	B	Inner City	119	NA
71. WADO	New York	454	SP		57	NA
WFBQ-F	Indianapolis	454	AOR	Great American	78	9,000,000
73. WBAP	Dallas-Ft. Worth	453	C	Cap Cities/ABC	47	12,000,000
WPEN	Philadelphia	453	BB	Greater Media	89	6,000,000
75. WODS-F	Boston	452	AC	CBS	79	8,200,000
76. WDVE-F	Pittsburgh	451	AOR	Great American	86	5,100,000
77. WMZQ-AF	Washington	450	C	Viacom	88	14,500,000

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '88 RANK	1989 REVENUE
WGAY-F	Washington	450	EZ	Greater Media	119	8,600,000
79. WAPW-F	Atlanta	447	CHR	Susquehanna	111	8,600,000
80. WUSN-F	Chicago	446	C	Cook Inlet	106	6,700,000
81. WXRT-F	Chicago	434	AOR	Diamond	163	7,100,000
82. KNBR	San Francisco	433	MOR	Susquehanna	227	13,000,000
WZOU-F	Boston	433	CHR	Ardman	85	5,600,000
84. WSKQ-F	New York	430	SP	SBS	NA	NA
85. WNCN-F	New York	428	CL	GAF	110	5,800,000
86. KMJQ-F	Houston	427	B	Noble	53	11,100,000
87. WJJD	Chicago	426	BB	Infinity	163	4,000,000
88. KMPC	Los Angeles	425	BB	Golden West	102	13,500,000
89. WKSZ-F	Philadelphia	424	AC		76	9,000,000
90. KLSX-F	Los Angeles	422	AOR	Greater Media	100	18,900,000
91. WLYF-F	Miami-Ft. Lauderdale	417	EZ	Jefferson-Pilot	108	5,500,000
KILT-F	Houston	417	C	Westinghouse	182	10,100,000
KRLD	Dallas-Ft. Worth	417	N/T	Evergreen (P)	97	13,000,000
94. WSOC-F	Charlotte	413	C	Cox	96	6,000,000
WKQX-F	Chicago	413	AC	Emmis	58	9,300,000
WXKS-F	Boston	413	CHR	Pyramid	98	15,200,000
97. KOIT-AF	San Francisco	409	AC	Bonneville	123	10,000,000
98. WJMK-F	Chicago	407	AC	Infinity	41	11,800,000
99. WBCN-F	Boston	406	AOR	Inifnity	112	15,000,000

101.	KFI	Los Angel	405	151.	WDAS-F	Philadelp	324	201.	WCMF-F	Rochester	281		WRIF-F	Detroit	241
102.	KZLA-F	Los Angel	404	152.	WDUV-F	Tampa-st.	321	202.	WKBQ-F	St. Louis	279	252.	KSSN-F	Little Rk	240
103.	KIKK-F	Houston	402		WLTF-F	Cleveland	321		WZAK-F	Cleveland	279		WKCI-F	New Haven	240
104.	KEZK-F	St. Louis	399	154.	WHUD-F	NewYork	320		WDFX-F	Detroit	279		WPHR-F	Cleveland	240
105.	WPGC-F	Washingtn	397		WTIC-F	Hartford	320		WCSX-F	Detroit	279		WEBN-F	Cincinnat	240
	WOGL-F	Philadelp	397		WLTI-F	Detroit	320	206.	WALK-AF	NewYork	278		WZLX-F	Boston	240
107.	WWJ	Detroit	396	157.	WCAU	Philadelp	318		WUSA-F	Tampa-st.	278	257.	KFAB	Omaha	239
108.	WSB -F	Atlanta	394	158.	KKDA-F	Dallas-FW	317	208.	WMXJ-F	Miami-ft.	277		KUBE-F	Seattle	239
109.	WDAF	Knsas Cty	393	159.	WTQR-F	Greensbor	315		KJMZ-F	Dallas-FW	277		KMEZ-F	Dallas-FW	239
	KSHE-F	St. Louis	393	160.	WYHY-F	Nashville	314	210.	WRQX-F	Washingtn	276	260.	KASE-F	Austin	238
111.	KABL-AF	San Fran	392		WLTE-F	Minn-St.P	314	211.	WIOG-F	Saginaw-b	273		WKIS-F	Miami-ft.	238
112.	KPLX-F	Dallas-FW	390	162.	KSTP-F	Minn-St.P	313	212.	WBSB-F	Baltimore	272		WNCX-F	Cleveland	238
	WTMX-F	Chicagc	390		WMGK-F	Philadelp	313		KBEQ-F	Knsas Cty	272	263.	WTAE	Pittsburg	237
114.	WPCH-F	Atlanta	387	164.	KACE-F	Los Angel	312	214.	WLW	Cincinnat	271	264.	KRAK-F	Sacrament	236
115.	WEAT-AF	West Palm	386	165.	WFMS-F	Indy	311	215.	WNIC-F	Detroit	269		KSD -F	St. Louis	236
	KODJ-F	Los Angel	386		WMAQ	Chicago	311	216.	WSM -F	Nashville	267		WJZZ-F	Detroit	236
117.	KNIX-F	Phoenix	383	167.	WIBC	Indy	310	217.	CKLW	Detroit	266		WKHX-F	Atlanta	236
	KNIX-AF	Phoenix	383	168.	WKYS-F	Washingtn	308	218.	WAAF-F	Boston	262	268.	WDRM-AF	Huntsvill	234
	WSKQ	NewYork	383		WAVA-F	Washingtn	308		WGNA-AF	ALBANY	262		WQUE-AF	New Orlns	234
120.	WSHH-F	Pittsburg	381	170.	WSB	Atlanta	307	220.	KCYY-F	San anton	261	270.	WSSP-F	Orlando	233
121.	KQRS-AF	Minn-St.P	379	171.	WLIF-F	Baltimore	306	221.	WHAS	Louisvill	260		WCMS-AF	Norfolk	233
122.	KPLZ-F	Seattle	378		WMAL	Washingtn	306		KMJM-F	St. Louis	260		KEGL-F	Dallas-FW	233
123.	KJLH-F	Los Angel	373	173.	WKRQ-F	Cincinnat	305	223.	WIYY-F	Baltimore	258		WDRE-F	NewYork	233
124.	WQXR-F	NewYork	367	174.	WAMZ-F	Louisvill	302		KKGO-F	Los Angel	258	274.	WHQT-F	West Palm	232
125.	WBZZ-F	Pittsburg	366	175.	KODA-F	Houston	301	225.	KSOL-F	San Fran	257		WYNK-AF	Btn Rouge	232
126.	KFRC	San Fran	359	176.	KEEY-F	Minn-St.P	300		WWYZ-F	Hartford	257		WENN-F	Brmngham	232
127.	WWRM-F	Tampa-st.	357	177.	WYLD-F	New Orlns	299	227.	KMPS-AF	Seattle	256		WTVN	ColumbusO	232
128.	WLIT-F	Chicago	354		WZZK-AF	Brmngham	299		WWDC-F	Washingtn	256	278.	WXLK-F	Roanoke-l	231
129.	KIRO	Seattle	352		WWRL	NewYork	299		KTAR	Phoenix	256		WHO	Des moine	231
	WPAT	NewYork	352	180.	KDWB-F	Minn-St.P	297		WLS	Chicago	256	280.	KXXX-F	San Fran	230
	WHYT-F	Detroit	352	181.	WKQI-F	Detroit	296	231.	KXXY-F	Oklahoma	254		WFYR-F	Chicago	230
132.	WFOX-F	Atlanta	351		WHDH	Boston	296		KXXY-AF	Oklahoma	254	282.	KKRZ-F	Prtlnd,OR	229
133.	WMMS-F	Cleveland	349	183.	KTRH	Houston	295	233.	WPRO-F	Providenc	253		KUPD-F	Phoenix	229
	WKLS-F	Atlanta	349	184.	WSNI-F	Philadelp	294	234.	WKTI-F	Milwaukee	251	284.	WQAL-F	Cleveland	228
135.	KLOL-F	Houston	348	185.	WWSW-F	Pittsburg	293		WBAB-F	NewYork	251		WZPL-F	Indy	228
136.	WJIB-F	Boston	347		WEZN-F	NewYork	293	236.	WJHM-F	Orlando	250	286.	KBRD-F	Seattle	227
137.	WRBQ-F	Tampa-st.	346	187.	WSSH-F	Boston	292		KRQR-F	San Fran	250		WIP	Philadelp	227
	WDOK-F	Cleveland	346	188.	WNUA-F	Chicago	291		WBLI-F	NewYork	250		WRCH-F	Hartford	227
139.	WTIC	Hartford	341		WMJX-F	Boston	291	239.	WOKI-F	Knoxville	248	289.	WMSI-F	Jackson	226
140.	WXYV-F	Baltimore	338	190.	WPOW-F	Miami-ft.	290		WJQY-F	Miami-ft.	248		WSIX-F	Nashville	226
	WWDB-F	Philadelp	338	191.	WWKA-F	Orlando	286	241.	WFLN-F	Philadelp	247		WTOP	Washingtn	226
142.	WNCI-F	ColumbusO	336		WBAL	Baltimore	286		WLLZ-F	Detroit	247		KSAN-F	San Fran	226
143.	WWWW-F	Detroit	333	193.	WYAI-AF	Atlanta	285	243.	KFKF-AF	Knsas Cty	246		KKSF-F	San Fran	226
144.	WYNF-F	Tampa-st.	331		WESC-F	Grnvl-Sp	285		WFOG-F	Norfolk	246		WNIB-F	Chicago	226
145.	WJOI-F	Detroit	330		WYAY-AF	Atlanta	285		WIL -F	St. Louis	246	295.	WOCL-F	Orlando	225
146.	KOA	Denver	328	196.	WTMJ	Milwaukee	284	246.	WVLK-F	Lexington	245		KLAC	Los Angel	225
147.	WQYK-F	Tampa-st.	326		WWMX-F	Baltimore	284	247.	WSTF-F	Orlando	244	297.	WBLX-F	Mobile	224
	KKBQ-AF	Houston	326	198.	WHRK-F	Memphis	283	248.	WDJX-AF	Louisvill	243	298.	WLTT-F	Washingtn	223
149.	WIOD	Miami-ft.	325		WEEI	Boston	283	249.	WEZB-F	New Orlns	241		WHUR-F	Washingtn	223
	KLTR-F	Houston	325	200.	WMJI-F	Cleveland	282		WLOL-F	Minn-St.P	241		KIOI-F	San Fran	223

301.	WHTQ-F	Orlando	222
	KOMO	Seattle	222
	WHYI-F	Miami-ft.	222
	KTXQ-F	Dallas-FW	222
	KDFC-AF	San Fran	222
306.	KYKY-F	St. Louis	221
	WCXR-F	Washingtn	221
	WASH-F	Washingtn	221
309.	WPOC-F	Baltimore	220
310.	WKDF-F	Nashville	219
	WFMZ-F	Philadelp	219
	KGGI-F	Riverside	219
	KLIT-F	Los Angel	219
	WHJY-F	Boston	219
315.	KFBK	Sacrament	218
	WGAR-F	Cleveland	218
	WHLI	NewYork	218
	KRXY-F	Denver	218
	KRXY-AF	Denver	218
	KBCO-AF	Denver	218
321.	KZZP-AF	Phoenix	217
	KOSI-F	Denver	217
323.	WAFX-F	Norfolk	216
	KXKL-F	Denver	216
325.	KRQQ-F	Tucson	212
326.	KSFI-F	Salt Lake	211
327.	WMYI-F	Grnvl-Sp	210
	WQBA	Miami-ft.	210
	WSNY-F	ColumbusO	210
	WAMO-F	Pittsburg	210
	KLIF	Dallas-FW	210
332.	WGKX-F	Memphis	209
	KCMO	Knsas Cty	209
334.	WCKZ-F	Charlotte	208
	WHJY-F	Providenc	208
	KSKQ	Los Angel	208
337.	WRKZ-F	Harrisbrg	206
	KBAY-F	San Fran	206
	WZGC-F	Atlanta	206
340.	WDRC-F	Hartford	205
341.	KKAT-F	Salt Lake	204
	WWEZ-F	Cincinnat	204
343.	WGR -F	Buffalo	203
	WQSR-F	Baltimore	203
345.	WLYF-F	West Palm	202
	KBAY-F	San jose	202
	WXYT	Detroit	202
348.	WKRR-F	Greensbor	201
	KLDE-F	Houston	201
	WLKW-F	Providenc	201
	KMEO-F	Phoenix	201
352.	WKSF-F	Grnvl-Sp	200
	KLOU-F	St. Louis	200
	WXTR-F	Washingtn	200
355.	WWWE	Cleveland	199
356.	WDIA	Memphis	198
357.	KLTY-F	Dallas-FW	197
	KRBE-F	Houston	197
	KHYI-F	Dallas-FW	197
360.	KKYX	San anton	196
	WLUM-F	Milwaukee	196
	WWLI-F	Providenc	196
363.	WAQI	Miami-ft.	195
364.	WPLM-F	Boston	194
365.	WBEN	Buffalo	193
	WMYG-F	Pittsburg	193
	KLUV-F	Dallas-FW	193
	KLOS-F	Riverside	193
369.	WWLV-F	Orlando	192
	WCMQ-F	Miami-ft.	192
	WKCI-F	Hartford	192
372.	KZAP-F	Sacrament	191
	WAXY-F	Miami-ft.	191
	KYGO-F	Denver	191
375.	KUPL-F	Prtlnd,OR	190
	KOAI-F	Dallas-FW	190
	WOMC-F	Detroit	190
	WROR-F	Boston	190
379.	KZFX-F	Houston	189
380.	KISW-F	Seattle	188
	KKFR-F	Phoenix	188
382.	KCTC-F	Sacrament	187
	WAPE-F	Jacksnvle	187
	WXGT-F	ColumbusO	187
385.	KXYQ-F	Prtlnd,OR	186
	WHCN-F	Hartford	186
387.	WUSY-F	Chtnooga	185
	KQQL-F	Minn-St.P	185
	KDUO-F	Riverside	185
390.	WIXX-F	Appleton	184
	WMEE-F	Ft. Wayne	184
	KQKS-F	Denver	184
	WGY	ALBANY	184
394.	WRVQ-F	Richmond	183
	KHYS-F	Houston	183
396.	WRMR	Cleveland	182
	KOME-F	San Fran	182
	KGFJ	Los Angel	182
399.	WKRZ-F	WilkesBar	181
	WYRK-F	Buffalo	181
	WKDM	NewYork	181
402.	KEX	Prtlnd,OR	180
	WMJQ-F	Buffalo	180
	KKLT-F	Phoenix	180
405.	WIKS-F	GreenvlNC	179
	WKLR-F	Indy	179
407.	WPXY-F	Rochester	178
	WNNK-F	Harrisbrg	178
	WPEG-F	Charlotte	178
	WPXY-AF	Rochester	178
	WROW-F	ALBANY	178
412.	KXL -F	Prtlnd,OR	177
	WSSL-F	Grnvl-Sp	177
	WIOT-F	Toledo	177
	WDSY-F	Pittsburg	177
	KSFO	San Fran	177
	KQLZ-F	Riverside	177
	WPYX-F	ALBANY	177
419.	WNNK-F	York	176
	KXOA-F	Sacrament	176
	KSFM-F	Sacrament	176
	KKCW-F	Prtlnd,OR	176
	WKSE-F	Buffalo	176
	KDKB-F	Phoenix	176
425.	WTMI-F	Miami-ft.	175
426.	WSHE-F	Miami-ft.	173
427.	WOMX-F	Orlando	172
	WAPI-F	Brmngham	172
	WKDD-F	Cleveland	172
	KALI	Los Angel	172
	WIOF-F	Hartford	172
432.	WJMI-F	Jackson	171
	WEGR-F	Memphis	171
	KFOG-F	San Fran	171
	KRLA	Los Angel	171
436.	WWDM-F	Columbia	170
	WCOS-F	Columbia	170
	WEZN-F	New Haven	170
	WRDU-F	Raleigh	170
	KBFM-F	MC-BROWN	170
	WSKZ-F	Chtnooga	170
442.	WRKZ-F	York	169
	WJMH-F	Greensbor	169
	KXRX-F	Seattle	169
	WHOK-F	ColumbusO	169
	WLTJ-F	Pittsburg	169
	KQZY-F	Dallas-FW	169
448.	WOAI	San anton	168
	KMBR-F	Knsas Cty	168
	WKLH-F	Milwaukee	168
	KQUE-F	Houston	168
	WSTR-AF	Atlanta	168
453.	WITL-F	Lansing	167
	KIXI	Seattle	167
	WPRO	Providenc	167
456.	KWEN-F	Tulsa	166
	WGTZ-F	Dayton	166
	WEZW-F	Milwaukee	166
459.	KBTS-F	Austin	165
460.	KRST-F	Albuquerq	164
	WTRG-F	Raleigh	164
	WRAL-F	Raleigh	164
	WROQ-F	Charlotte	164
	KAZY-F	Denver	164
465.	WLAP-F	Lexington	163
	WAPL-F	Appleton	163
	WRFX-F	Charlotte	163
	KTCZ-F	Minn-St.P	163
	WOKQ-F	Boston	163
470.	WIOD	West Palm	162
	KBOS-F	Fresno	162
	KBSG-AF	Seattle	162
	WFLA	Tampa-st.	162
	WFMZ-F	Allentown	162
475.	WBT -F	Charlotte	161
	WNWS	Miami-ft.	161
	KKHI-AF	San Fran	161
	WQRS-F	Detroit	161
479.	WTCR-AF	Huntingto	160
	WKEE-F	Huntingto	160
	KTFM-F	San anton	160
	WFMF-F	Btn Rouge	160
	WYYY-F	Syracuse	160
	KBLX-F	San Fran	160
485.	WBT	Charlotte	159
	KITS-F	San Fran	159
	WSNE-F	Providenc	159
488.	WMIL-F	Milwaukee	158
489.	WVIC-F	Lansing	157
	WVIC-AF	Lansing	157
	WLAC-F	Nashville	157
	WINZ	Miami-ft.	157
	WCCC-F	Hartford	157
494.	KRMD-AF	Shreveprt	156
	WRMF-F	West Palm	156
	WBEE-F	Rochester	156
	KATT-F	Oklahoma	156
	WWL	New Orlns	156
	WRXL-F	Richmond	156
	KPRS-F	Knsas Cty	156

*Based on 1/4 HR AVG, Broadcast Week, 12+

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1.	WINS	NewYork	29535
2.	WHTZ-F	NewYork	23634
3.	WCBS	NewYork	21852
4.	WPLJ-F	NewYork	20319
5.	KIIS-F	Los Angel	19685
6.	WGN	Chicago	19407
7.	WLTW-F	NewYork	18895
8.	WCBS-F	NewYork	18437
9.	KMYZ-F	Tulsa	17851
10.	KPWR-F	Los Angel	17164
11.	WNEW-F	NewYork	16901
12.	KOST-F	Los Angel	16818
13.	WPAT-F	NewYork	16562
14.	WQHT-F	NewYork	16474
15.	WXRK-F	NewYork	16373
16.	WOR	NewYork	16298
17.	WRKS-F	NewYork	16065
18.	KNX	Los Angel	15583
19.	WNSR-F	NewYork	15084
20.	KPRR-F	El paso	14753
21.	WFAN	NewYork	14616
22.	KLOS-F	Los Angel	14166
23.	WBBM	Chicago	14062
24.	KYW	Philadelp	13896
25.	WBLS-F	NewYork	13737
26.	KQLZ-F	Los Angel	13239
27.	WABC	NewYork	12431
28.	KGO	San Fran	12388
29.	KFWB	Los Angel	12317
30.	KCBS	San Fran	12095
31.	KRTH-F	Los Angel	12020
32.	WCCO	Minn-St.P	11370
33.	KABC	Los Angel	11112
34.	WMMR-F	Philadelp	10900
35.	KBIG-F	Los Angel	10667
36.	WJR	Detroit	10634
37.	WBBM-F	Chicago	10322
38.	WGCI-F	Chicago	10256
39.	KTWV-F	Los Angel	10002
40.	WQCD-F	NewYork	9614
41.	WYTZ-F	Chicago	9555
42.	WNEW	NewYork	9519
43.	WEGX-F	Philadelp	9502
44.	WYSP-F	Philadelp	9371
45.	KMOX	St. Louis	9296
46.	WYNY-F	NewYork	9276
47.	KNBR	San Fran	9266
48.	WLUP-F	Chicago	8981
49.	WCKG-F	Chicago	8873
50.	WIOQ-F	Philadelp	8722
51.	KLSX-F	Los Angel	8532
52.	WMAQ	Chicago	8444
53.	WKQX-F	Chicago	8383
54.	WZOU-F	Boston	8267
55.	WEAZ-F	Philadelp	8229
56.	WJMK-F	Chicago	8168
57.	KROQ-F	Los Angel	8155
58.	KRLD	Dallas-FW	8137
59.	WNCN-F	NewYork	8075
60.	KFI	Los Angel	7866
61.	KMEL-F	San Fran	7810
62.	KMPC	Los Angel	7726
63.	KJOI-F	Los Angel	7513
64.	KDKA	Pittsburg	7387
65.	KODJ-F	Los Angel	7299
66.	WBZ	Boston	7205
67.	WXKS-F	Boston	7184
68.	WVAZ-F	Chicago	7117
69.	WODS-F	Boston	7107
70.	WWJ	Detroit	7014
71.	WBAP	Dallas-FW	6991
72.	KLVE-F	Los Angel	6891
73.	KOIT-AF	San Fran	6795
74.	WOGL-F	Philadelp	6767
75.	WQXR-F	NewYork	6719
76.	WKQI-F	Detroit	6553
77.	WBCN-F	Boston	6535
78.	KSCS-F	Dallas-FW	6498
79.	KIRO	Seattle	6493
80.	WXEZ-AF	Chicago	6480
81.	WUSL-F	Philadelp	6379
82.	WHYT-F	Detroit	6356
83.	WKSZ-F	Philadelp	6328
84.	WAVA-F	Washingtn	6316
85.	KKBQ-AF	Houston	6259
86.	WBZZ-F	Pittsburg	6238
87.	WAPW-F	Atlanta	6155
88.	WUSN-F	Chicago	6146
89.	WXTU-F	Philadelp	6142
90.	WSB -F	Atlanta	6096
91.	KZLA-F	Los Angel	6004
92.	KVIL-AF	Dallas-FW	5996
93.	KILT-F	Houston	5974
94.	KOA	Denver	5935
95.	WPGC-F	Washingtn	5924
96.	WTMX-F	Chicago	5898
97.	WCAU	Philadelp	5833
98.	KIKK-F	Houston	5830
99.	WDVE-F	Pittsburg	5784
100.	WTOP	Washingtn	5783
101.	WRQX-F	Washingtn	5730
	KRBE-F	Houston	5730
103.	KPLX-F	Dallas-FW	5721
104.	WLUP	Chicago	5714
105.	WRKO	Boston	5711
106.	KQRS-AF	Minn-St.P	5708
107.	WMGK-F	Philadelp	5697
108.	KABL-AF	San Fran	5684
109.	WMMS-F	Cleveland	5681
110.	WMAL	Washingtn	5645
111.	WMZQ-AF	Washingtn	5641
112.	WSNI-F	Philadelp	5618
113.	KFRC	San Fran	5597
114.	WWDC-F	Washingtn	5525
115.	WEEI	Boston	5524
116.	WFYR-F	Chicago	5482
117.	WGAY-F	Washingtn	5480
118.	WJLB-F	Detroit	5474
119.	WDFX-F	Detroit	5453
120.	WXRT-F	Chicago	5420
121.	WFBQ-F	Indy	5399
122.	KDWB-F	Minn-St.P	5397
123.	WHDH	Boston	5389
124.	KTRH	Houston	5346
	WFOX-F	Atlanta	5346
126.	KKGO-F	Los Angel	5345
127.	WPAT	NewYork	5341
128.	KJLH-F	Los Angel	5288
129.	WMJX-F	Boston	5266
130.	KSHE-F	St. Louis	5248
131.	WRBQ-F	Tampa-st.	5196
132.	KIOI-F	San Fran	5185
133.	KEGL-F	Dallas-FW	5159
134.	WSB	Atlanta	5156
135.	WDAF	Knsas Cty	5149
136.	WHQT-F	Miami-ft.	5127
137.	WRIF-F	Detroit	5115
138.	KPLZ-F	Seattle	5070
139.	KXXX-F	San Fran	5014
	KLIT-F	Los Angel	5014
141.	WLOL-F	Minn-St.P	4976
142.	WLIT-F	Chicago	4948
143.	KWKW	Los Angel	4943
144.	WVEE-F	Atlanta	4942
145.	WJJD	Chicago	4939
146.	WIP	Philadelp	4936
147.	WNIC-F	Detroit	4923
148.	KNIX-AF	Phoenix	4888
149.	WLTE-F	Minn-St.P	4884
	WCSX-F	Detroit	4884

*Based on 12+ TSA Cume, Broadcast Week

151.	WNUA-F	Chicago	4874
152.	KLOL-F	Houston	4861
153.	WLLZ-F	Detroit	4845
154.	WPCH-F	Atlanta	4842
155.	WIOD	Miami-ft.	4832
156.	WTIC-F	Hartford	4825
157.	WDOK-F	Cleveland	4820
158.	WWWW-F	Detroit	4806
159.	KTNQ	Los Angel	4767
160.	WFLZ-F	Tampa-st.	4751
161.	WKLS-F	Atlanta	4750
162.	WLS	Chicago	4744
163.	WLTF-F	Cleveland	4742
164.	WSSH-F	Boston	4669
165.	WSOC-F	Charlotte	4653
166.	KODA-F	Houston	4644
167.	WPEN	Philadelp	4635
168.	WIVK-AF	Knoxville	4629
169.	WJIB-F	Boston	4622
170.	WWSW-F	Pittsburg	4606
171.	KJMZ-F	Dallas-FW	4588
172.	KSOL-F	San Fran	4583
173.	WJOI-F	Detroit	4582
174.	WLYF-F	Miami-ft.	4562
175.	WKBQ-F	St. Louis	4542
176.	KSFO	San Fran	4541
177.	WLW	Cincinnat	4524
178.	KHYI-F	Dallas-FW	4514
179.	WZLX-F	Boston	4507
180.	WSKQ-F	NewYork	4506
181.	KLAC	Los Angel	4484
182.	KOMO	Seattle	4446
183.	WMJI-F	Cleveland	4437
184.	WLTI-F	Detroit	4431
185.	WEZN-F	NewYork	4413
186.	WWRM-F	Tampa-st.	4412
187.	WROR-F	Boston	4397
188.	WHYI-F	Miami-ft.	4372
189.	KMJQ-F	Houston	4368
190.	WKRQ-F	Cincinnat	4363
191.	WNCI-F	ColumbusO	4359
192.	WLIB	NewYork	4358
193.	KSTP-F	Minn-St.P	4356
194.	KRQR-F	San Fran	4341
195.	WKTI-F	Milwaukee	4322
196.	WHUR-F	Washingtn	4308
197.	WKYS-F	Washingtn	4301
198.	KLTR-F	Houston	4294
199.	WAAF-F	Boston	4273
200.	WBSB-F	Baltimore	4268
201.	WCXR-F	Washingtn	4255
202.	WYAY-AF	Atlanta	4246
	WYAI-AF	Atlanta	4246
204.	WWDB-F	Philadelp	4243
	WPHR-F	Cleveland	4243
206.	WDAS-F	Philadelp	4213
207.	WWWE	Cleveland	4205
208.	WTMJ	Milwaukee	4153
209.	KUBE-F	Seattle	4151
210.	WLTT-F	Washingtn	4141
211.	WTIC	Hartford	4131
212.	KACE-F	Los Angel	4123
213.	KKDA-F	Dallas-FW	4071
214.	WPRO-F	Providenc	4050
215.	WBAB-F	NewYork	4047
216.	WALK-AF	NewYork	4045
217.	KEZK-F	St. Louis	4026
218.	WWMX-F	Baltimore	4022
219.	WMXJ-F	Miami-ft.	4017
220.	WADO	NewYork	3976
221.	KLUV-F	Dallas-FW	3967
222.	KDFC-AF	San Fran	3942
223.	KBEQ-F	Knsas Cty	3935
224.	KTXQ-F	Dallas-FW	3918
225.	WBAL	Baltimore	3903
226.	WSHH-F	Pittsburg	3892
227.	KSAN-F	San Fran	3881
228.	WZZK-AF	Brmngham	3875
229.	WXTR-F	Washingtn	3863
230.	WYHY-F	Nashville	3850
231.	KFOG-F	San Fran	3845
232.	WBLI-F	NewYork	3823
233.	WFLN-F	Philadelp	3819
234.	WASH-F	Washingtn	3816
235.	KZZP-AF	Phoenix	3800
236.	WEZB-F	New Orlns	3775
237.	WDRE-F	NewYork	3766
238.	WPOW-F	Miami-ft.	3757
239.	WYNF-F	Tampa-st.	3729
240.	WEAT-AF	West Palm	3655
241.	WNIB-F	Chicago	3605
	KCMO	Knsas Cty	3605
243.	KSD -F	St. Louis	3597
244.	WJZZ-F	Detroit	3587
245.	WZGC-F	Atlanta	3586
246.	WOMC-F	Detroit	3559
247.	KTAR	Phoenix	3558
248.	WSTF-F	Orlando	3549
249.	KEEY-F	Minn-St.P	3537
250.	WDUV-F	Tampa-st.	3527
251.	WTAE	Pittsburg	3523
252.	KRXY-AF	Denver	3520
253.	KLDE-F	Houston	3519
254.	CKLW	Detroit	3511
255.	WLIF-F	Baltimore	3493
	WKHX-F	Atlanta	3493
257.	KRLA	Los Angel	3483
258.	KYKY-F	St. Louis	3476
259.	WZPL-F	Indy	3464
260.	WOMX-F	Orlando	3463
261.	KFAB	Omaha	3448
262.	WIYY-F	Baltimore	3414
263.	WKSS-F	Hartford	3400
264.	WBEN	Buffalo	3390
265.	WHAS	Louisvill	3371
266.	WSTR-AF	Atlanta	3367
267.	WNCX-F	Cleveland	3365
268.	WIOG-F	Saginaw-b	3361
269.	WTQR-F	Greensbor	3355
270.	WQYK-F	Tampa-st.	3343
271.	WAXY-F	Miami-ft.	3339
272.	KITS-F	San Fran	3337
273.	WHJY-F	Boston	3329
274.	WEBN-F	Cincinnat	3323
275.	WFMT-F	Chicago	3321
276.	WWKA-F	Orlando	3315
277.	WHUD-F	NewYork	3306
278.	WKDD-F	Cleveland	3290
	WXYV-F	Baltimore	3290
280.	WIBC	Indy	3275
281.	KKHI-AF	San Fran	3272
282.	KNRJ-F	Houston	3256
283.	WUSA-F	Tampa-st.	3254
284.	WFMS-F	Indy	3249
285.	WDRC-F	Hartford	3236
286.	KKSF-F	San Fran	3229
287.	WSNY-F	ColumbusO	3221
288.	WGMS-AF	Washingtn	3219
289.	KLOU-F	St. Louis	3209
290.	KKRZ-F	Prtlnd,OR	3202
291.	WIL -F	St. Louis	3200
292.	WQUE-AF	New Orlns	3196
293.	WJQY-F	Miami-ft.	3174
294.	WAMZ-F	Louisvill	3172
295.	WDJX-AF	Louisvill	3171
296.	KZFX-F	Houston	3166
297.	WWL	New Orlns	3164
	KSFM-F	Sacrament	3164
299.	WWRL	NewYork	3152
300.	WKCI-F	New Haven	3148
301.	KXKL-F	Denver	3144
302.	KQQL-F	Minn-St.P	3138
303.	WQAL-F	Cleveland	3133
304.	WXYT	Detroit	3128
305.	KMPS-AF	Seattle	3126
306.	WHJY-F	Providenc	3123
307.	WOCL-F	Orlando	3118
308.	WKDF-F	Nashville	3112
309.	WMJQ-F	Buffalo	3110
310.	WSM -F	Nashville	3108
311.	WQSR-F	Baltimore	3094
312.	KGGI-F	Riverside	3091
313.	KOAI-F	Dallas-FW	3070
314.	WGAR-F	Cleveland	3066
315.	KFBK	Sacrament	3049
316.	WRCH-F	Hartford	3037
317.	WHCN-F	Hartford	3032
318.	KSSN-F	Little Rk	3029
319.	KUPD-F	Phoenix	3016
320.	KPRC	Houston	3014
321.	WZAK-F	Cleveland	3001

AMERICA'S LEADING STATIONS - METRO CUME RATING* (25.0+)

1.	WIVK-AF	Knoxville	53.7
2.	WTCR-AF	Huntington, WV	44.3
3.	WCCO	Minneapolis-St. Paul	41.5
4.	WIOG-F	Saginaw-Bay City-Mid	40.4
5.	WZYP-F	Huntsville	40.2
6.	WKFR-F	Kalamazoo	39.9
7.	WMEE-F	Fort Wayne	39.5
8.	WKEE-F	Huntington, WV	39.3
9.	WVIC-AF	Lansing	39.2
10.	WJET-F	Erie	38.9
11.	KFAB	Omaha	38.5
12.	KMOX	St. Louis	37.5
13.	WNNK-F	Harrisburg	37.1
14.	WQUT-F	John City-Kingsport	36.2
15.	WXBQ-F	John City-Kingsport	34.7
16.	WKZW-F	Peoria	34.6
17.	WHOT-F	Youngstown	34.5
	KRQQ-F	Tucson	34.5
19.	WCRZ-F	Flint	34.2
20.	WDRM-AF	Huntsville	34.0
21.	WPXR-F	Davenport-Ri-Moline	33.7
22.	KRLB-F	Lubbock	33.6
23.	KBFM-F	Mcallen-Brownsville	33.4
24.	WKRZ-F	Wilkes Barre-Scranto	33.2
25.	WVLK-F	Lexington	33.1
26.	KPXR-F	Anchorage	32.8
27.	KGOT-F	Anchorage	32.3
28.	KSSN-F	Little Rock	32.2
29.	WXLK-F	Roanoke-Lynchburg	32.1
	WZEE-F	Madison	32.1
31.	WYYY-F	Syracuse	32.0
32.	WIXX-F	Appleton-Oshkosh	31.6
33.	WLAP-F	Lexington	31.4
34.	WSKZ-F	Chattanooga	31.3
35.	WEZN-F	Bridgeport	31.2
	WBEN	Buffalo-Niagara Fall	31.2
37.	KQMQ-AF	Honolulu	31.0
38.	WHHY-F	Montgomery	30.9
	WXKC-F	Erie	30.9
40.	KQKQ-F	Omaha	30.8
41.	WHO	Des Moines	30.6
42.	WKCI-F	New Haven	30.4
	WICC	Bridgeport	30.4
44.	WLAN-F	Lancaster	30.3
	WHAS	Louisville	30.3
46.	KZII-F	Lubbock	30.2
	WAPE-F	Jacksonville	30.2
48.	WZZK-AF	Birmingham	30.0
49.	WTFM-F	John City-Kingsport	29.9
	KKXX-F	Bakersfield	29.9
	KDKA	Pittsburgh	29.9
52.	WLWI-F	Montgomery	29.8
	WTIC-F	Hartford	29.8
54.	WIKS-F	Greenville, NC	29.7
55.	WMYU-F	Knoxville	29.6
	KYW	Philadelphia	29.6
57.	WGIR-F	Manchester	29.5
58.	KZFM-F	Corpus Christi	29.4
	WNCI-F	Columbus, OH	29.4
60.	WAPL-F	Appleton-Oshkosh	29.3
61.	WYCR-F	York	29.1
	KKRD-F	Wichita	29.1
	KRNQ-F	Des Moines	29.1
64.	WNTQ-F	Syracuse	28.9
	WEAT-AF	West Palm Beach	28.9
66.	KZZU-F	Spokane	28.8
	WMHE-F	Toledo	28.8
	WABB-F	Mobile	28.8
	KLLL-F	Lubbock	28.8
	KUZZ-AF	Bakersfield	28.8
71.	WFMF-F	Baton Rouge	28.7
72.	WSRS-F	Worcester	28.5
	WRQN-F	Toledo	28.5
	KPRR-F	El Paso	28.5
	WPRO-F	Providence	28.5
76.	WEZB-F	New Orleans	28.4
	WTIC	Hartford	28.4
78.	WKTI-F	Milwaukee	28.1
79.	KOUL-F	Corpus Christi	28.0
80.	WSOC-F	Charlotte	27.9
81.	WPXY-AF	Rochester	27.7
	WMSI-F	Jackson	27.7
	WFBQ-F	Indianapolis	27.7
84.	WRVQ-F	Richmond	27.4
85.	KRMD-AF	Shreveport	27.3
86.	WCMF-F	Rochester	27.2
	WUSY-F	Chattanooga	27.2
88.	WOWO-AF	Fort Wayne	27.1
89.	WITL-F	Lansing	26.8
90.	KIRO	Seattle-Tacoma	26.7
	WIBC	Indianapolis	26.7
92.	WZHT-F	Montgomery	26.6
	WDJX-AF	Louisville	26.6
	WAMZ-F	Louisville	26.6
	KOA	Denver	26.6
96.	WJMI-F	Jackson	26.4
	KKOB	Albuquerque	26.4
	WTMJ	Milwaukee	26.4
99.	WYHY-F	Nashville	26.3
100.	WHRK-F	Memphis	26.2
101.	KXXY-AF	Oklahoma City	26.0
	WWCT-F	Peoria	26.0
	WSNY-F	Columbus, OH	26.0
104.	WBLX-F	Mobile	25.9
105.	WCCK-F	Erie	25.8
	WIOG-F	Flint	25.8
	WHNN-F	Saginaw-Bay City-Mid	25.8
	KSND-F	Eugene	25.8
109.	WKCI-F	Bridgeport	25.7
110.	WWLV-F	Daytona Beach	25.6
111.	KTXF-F	Mcallen-Brownsville	25.5
	KLAQ-F	El Paso	25.5
	WXLP-F	Davenport-Ri-Moline	25.5
	WAYV-F	Atlantic City	25.5
	WKRQ-F	Cincinnati	25.5
116.	WCOS-F	Columbia, SC	25.4
117.	WSYR	Syracuse	25.3
	WRKT-AF	Erie	25.3
119.	WKQQ-F	Lexington	25.2
	WBZZ-F	Pittsburgh	25.2
	WSGW	Saginaw-Bay City-Mid	25.2
122.	WMYI-F	Greenville-Spartanbu	25.1
	WRVA	Richmond	25.1
124.	WIBA-F	Madison	25.0
	WSTW-F	Wilmington, DE	25.0

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

TOP 40/CHR/CONTEMP

1.	WHTZ-F	NewYork	1172
2.	WQHT-F	NewYork	1073
3.	KPWR-F	Los Angel	1016
4.	KIIS-F	Los Angel	890
5.	WPLJ-F	NewYork	798
6.	KQLZ-F	Los Angel	626
7.	WBBM-F	Chicago	499
8.	WYTZ-F	Chicago	468
9.	WEGX-F	Philadelp	432
10.	WIOQ-F	Philadelp	414
11.	KMEL-F	San Fran	407
12.	WPGC-F	Washingtn	362
13.	WXKS-F	Boston	358
14.	KPLZ-F	Seattle	331
15.	WHYT-F	Detroit	329
16.	WZOU-F	Boston	321
17.	WAPW-F	Atlanta	317
18.	KKLQ-AF	SanDiego	316
19.	KKBQ-AF	Houston	314
20.	WBZZ-F	Pittsburg	300
21.	WRBQ-F	Tampa-st.	298
22.	WDFX-F	Detroit	272
23.	WPOW-F	Miami-ft.	266
24.	WAVA-F	Washingtn	261
25.	WNCI-F	ColumbusO	258
26.	KDWB-F	Minn-St.P	257
27.	WKBQ-F	St. Louis	250
28.	WBLI-F	NewYork	244
29.	WPRO-F	Providenc	242
30.	WBSB-F	Baltimore	237
31.	KKRZ-F	Prtlnd,OR	222
32.	KXXX-F	San Fran	221
33.	KUBE-F	Seattle	218
34.	WRQX-F	Washingtn	217
35.	KBEQ-F	Knsas Cty	214
36.	WKTI-F	Milwaukee	213
37.	WLOL-F	Minn-St.P	212
38.	WEZB-F	New Orlns	211
	WKRQ-F	Cincinnat	211
40.	KRXY-AF	Denver	208
41.	WTIC-F	Hartford	201

AOR/CLASSIC

1.	WNEW-F	NewYork	1002
2.	WXRK-F	NewYork	829
3.	KLOS-F	Los Angel	694
4.	WMMR-F	Philadelp	588
5.	WLUP-F	Chicago	513
6.	WXRT-F	Chicago	425
7.	WCKG-F	Chicago	419
8.	WYSP-F	Philadelp	417
9.	KROQ-F	Los Angel	414
10.	KLSX-F	Los Angel	360
11.	KQRS-AF	Minn-St.P	314
12.	KSHE-F	St. Louis	312
13.	WBCN-F	Boston	308
14.	KLOL-F	Houston	297
15.	WFBQ-F	Indy	279
16.	WKLS-F	Atlanta	274
17.	WDVE-F	Pittsburg	270
18.	WMMS-F	Cleveland	263
19.	WBAB-F	NewYork	249
20.	KGB -F	SanDiego	244
21.	WLLZ-F	Detroit	237
22.	KRQR-F	San Fran	236
23.	WCSX-F	Detroit	235
24.	WIYY-F	Baltimore	231
25.	WCMF-F	Rochester	224
26.	WDRE-F	NewYork	223
	KSD -F	St. Louis	223
28.	WEBN-F	Cincinnat	206
29.	KBCO-AF	Denver	204
30.	WCXR-F	Washingtn	202

AC/OLDIES/SOFT ROCK

1.	WLTW-F	NewYork	1284
2.	WCBS-F	NewYork	1116
3.	KOST-F	Los Angel	946
4.	WNSR-F	NewYork	941
5.	KBIG-F	Los Angel	651
6.	KVIL-AF	Dallas-FW	562
7.	KRTH-F	Los Angel	439
8.	KOIT-AF	San Fran	404
9.	WFLZ-F	Tampa-st.	392
10.	WKQX-F	Chicago	385
11.	WTMX-F	Chicago	384
	WJMK-F	Chicago	384
13.	WKSZ-F	Philadelp	353
14.	WLIT-F	Chicago	350
15.	WSB -F	Atlanta	338
16.	KLTR-F	Houston	320
17.	WOGL-F	Philadelp	318
18.	WLTI-F	Detroit	305
19.	WODS-F	Boston	296
20.	KODJ-F	Los Angel	292
21.	KSTP-F	Minn-St.P	281
22.	WWRM-F	Tampa-st.	278
23.	WKQI-F	Detroit	276
24.	WDOK-F	Cleveland	273
25.	WWMX-F	Baltimore	270
26.	WMJX-F	Boston	267
27.	WALK-AF	NewYork	266
	WUSA-F	Tampa-st.	266
29.	WLTF-F	Cleveland	252
	WNIC-F	Detroit	252
31.	WMXJ-F	Miami-ft.	250
32.	WMGK-F	Philadelp	247
33.	WSNI-F	Philadelp	245
34.	WLTE-F	Minn-St.P	239
35.	WJQY-F	Miami-ft.	228
	WFOX-F	Atlanta	228
37.	WFYR-F	Chicago	221
38.	WMJI-F	Cleveland	218
39.	KIOI-F	San Fran	217
40.	WWSW-F	Pittsburg	210
41.	KYKY-F	St. Louis	205
42.	WLTT-F	Washingtn	200
	WSSH-F	Boston	200

MOR/VARIETY

1.	WCCO	Minn-St.P	638
2.	WJR	Detroit	539
3.	KDKA	Pittsburg	426
4.	WBZ	Boston	344
5.	KNBR	San Fran	309
6.	WSB	Atlanta	298
7.	WMAL	Washingtn	293
8.	WIBC	Indy	288
9.	WTIC	Hartford	268
10.	WTMJ	Milwaukee	240
11.	WHAS	Louisvill	208
12.	KOMO	Seattle	193
13.	WBEN	Buffalo	183
14.	WTVN	ColumbusO	179
15.	KEX	Prtlnd,OR	170
16.	WLW	Cincinnat	168
17.	KFMB	SanDiego	148
18.	KFAB	Omaha	139
	WBT	Charlotte	139
20.	WRVA	Richmond	138
21.	WGY	ALBANY	131
22.	KSL	Salt Lake	124
23.	WKRC	Cincinnat	122
24.	KSSK	Honolulu	113
25.	WHIO	Dayton	111
26.	WHAM	Rochester	109
27.	KRMG	Tulsa	101

COUNTRY

1.	WYNY-F	NewYork	686
2.	WUSN-F	Chicago	435
3.	KSCS-F	Dallas-FW	418
4.	WXTU-F	Philadelp	375
5.	KILT-F	Houston	372
6.	KIKK-F	Houston	363
	KZLA-F	Los Angel	363
8.	WMZQ-AF	Washingtn	353
9.	KPLX-F	Dallas-FW	336
10.	WIVK-AF	Knoxville	334
11.	KNIX-AF	Phoenix	331
12.	WWWW-F	Detroit	303
13.	WQYK-F	Tampa-st.	301
14.	KEEY-F	Minn-St.P	276
15.	WBAP	Dallas-FW	241
16.	WSOC-F	Charlotte	239
17.	WFMS-F	Indy	223
18.	WDAF	Knsas Cty	220
19.	WYAY-AF	Atlanta	217
20.	KSAN-F	San Fran	216
21	WKIS-F	Miami-ft.	213
22.	KMPS-AF	Seattle	212
23.	KFKF-AF	Knsas Cty	208
	WAMZ-F	Louisvill	208
26.	WZZK-AF	Brmngham	206
26.	KSON-AF	SanDiego	200
	KCYY-F	San anton	200
28.	WIL -F	St. Louis	199
29.	KLAC	Los Angel	196
30.	WTQR-F	Greensbor	192
31.	KXXY-AF	Oklahoma	191
	WPOC-F	Baltimore	191
33.	WKHX-F	Atlanta	184
34.	WCMS-AF	Norfolk	182
35.	KRAK-F	Sacramento	180

BLACK/URBAN

1.	WRKS-F	NewYork	1097
2.	WBLS-F	NewYork	1026
3.	WGCI-F	Chicago	910
4.	WVAZ-F	Chicago	633
5.	WVEE-F	Atlanta	510
6.	WJLB-F	Detroit	508
7.	WLIB	NewYork	459
8.	WUSL-F	Philadelp	457
9.	WHQT-F	Miami-ft.	416
10.	KMJQ-F	Houston	415
11.	KJLH-F	Los Angel	372
12.	WXYV-F	Baltimore	326
13.	KACE-F	Los Angel	311
14.	KKDA-F	Dallas-FW	299
15.	WYLD-F	New Orlns	295
16.	WKYS-F	Washingtn	285
17.	WDAS-F	Philadelp	284
18.	KJMZ-F	Dallas-FW	260
19.	KMJM-F	St. Louis	258
20.	WHRK-F	Memphis	248
21.	KSOL-F	San Fran	236
22.	WZAK-F	Cleveland	229
23.	WHUR-F	Washingtn	206
24.	WQUE-AF	New Orlns	195
25.	WAMO-F	Pittsburg	188
26.	WLUM-F	Milwaukee	186
27.	KGFJ	Los Angel	182
28.	WDIA	Memphis	172
29.	WENN-F	Brmngham	157
30.	WNJR	NewYork	156
31.	KPRS-F	Knsas Cty	153
32.	KTFM-F	San anton	150
33.	WIKS-F	GreenvlNC	148
34.	WPEG-F	Charlotte	147
35.	WJHM-F	Orlando	143
	WILD	Boston	143
37.	WTLC-F	Indy	142
38.	WEDR-F	Miami-ft.	139
39.	WOWI-F	Norfolk	129
	WMMJ-F	Washingtn	129
41.	WDAS	Philadelp	128
42.	WJMH-F	Greensbor	123
43.	WIZF-F	Cincinnat	119
44.	WGPR-F	Detroit	118
45.	WBLX-F	Mobile	117
46.	XHRM-F	SanDiego	114
47.	WCDX-F	Richmond	113
48.	WMYK-F	Norfolk	112
	KHYS-F	Houston	112

BEAUTIFUL/EASY

1.	WPAT-F	NewYork	1343
2.	WXEZ-AF	Chicago	454
3.	WEAZ-F	Philadelp	440
4.	KJOI-F	Los Angel	415
5.	WGAY-F	Washingtn	414
6.	WLYF-F	Miami-ft.	398
7.	KABL-AF	San Fran	382
8.	KEZK-F	St. Louis	353
9.	WPAT	NewYork	351
10.	WPCH-F	Atlanta	341
11.	WSHH-F	Pittsburg	333
12.	WJOI-F	Detroit	315
13.	WJIB-F	Boston	295
14.	KODA-F	Houston	285
15.	WLIF-F	Baltimore	284
16.	WEAT-AF	West Palm	262
17.	KJQY-F	SanDiego	228
18.	KMEZ-F	Dallas-FW	222
19.	WFOG-F	Norfolk	207
20.	KMEO-F	Phoenix	196
	KOSI-F	Denver	196
22.	WLKW-F	Providenc	194
23.	KBRD-F	Seattle	191
24.	WQAL-F	Cleveland	190
25.	WDUV-F	Tampa-st.	183
26.	KSFI-F	Salt Lake	179
27.	WWEZ-F	Cincinnat	173
28.	KBAY-F	San Fran	165

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

NEWS/TALK

1.	WGN	Chicago	1325
2.	WINS	NewYork	1277
3.	WOR	NewYork	1240
4.	WCBS	NewYork	937
5.	WABC	NewYork	767
6.	KABC	Los Angel	764
7.	WFAN	NewYork	732
8.	KMOX	St. Louis	696
9.	KGO	San Fran	680
10.	WBBM	Chicago	612
11.	KNX	Los Angel	559
12.	KYW	Philadelp	514
13.	[illegible]S	San Fran	509
14.	WLUP	Chicago	459
15.	KFWB	Los Angel	431
16.	WRKO	Boston	383
17.	WWJ	Detroit	374
18.	KRLD	Dallas-FW	348
19.	KIRO	Seattle	317
20.	WCAU	Philadelp	280
21.	KFI	Los Angel	273
22.	WBAL	Baltimore	270
	WHDH	Boston	270
24.	WIOD	Miami-ft.	268
25.	WMAQ	Chicago	262
26.	WEEI	Boston	259
27.	KTRH	Houston	255
28.	WWDB-F	Philadelp	252
29.	WTAE	Pittsburg	234
30.	KOA	Denver	233
31.	KTAR	Phoenix	230
32.	WIP	Philadelp	203
33.	WTOP	Washingtn	201
34.	KLIF	Dallas-FW	195
35.	WXYT	Detroit	193
36.	WLS	Chicago	179
37.	KSDO	SanDiego	170
38.	WPRO	Providenc	166
39.	KFBK	Sacrament	164
40.	KCMO	Knsas Cty	155
41.	WNWS	Miami-ft.	151
42.	WINZ	Miami-ft.	149
43.	WHJJ	Providenc	148
44.	WWWE	Cleveland	147
45.	KPRC	Houston	145
46.	WGST	Atlanta	136
47.	WWRC	Washingtn	131
48.	KXL	Prtlnd,OR	130
49.	WFLA	Tampa-st.	128
50.	WWL	New Orlns	124
51.	WCBM	Baltimore	115
52.	KTOK	Oklahoma	112
53.	WOAI	San anton	111
54.	KFYI	Phoenix	107
55.	KING	Seattle	100

NOSTALGIA

1.	WNEW	NewYork	628
2.	WPEN	Philadelp	408
3.	WJJD	Chicago	401
4.	KMPC	Los Angel	343
5.	KFRC	San Fran	294
6.	WHLI	NewYork	211
7.	CKLW	Detroit	178
8.	KQUE-F	Houston	166
9.	KPOP	SanDiego	154
10.	WRMR	Cleveland	153
11.	WOKY	Milwaukee	152
12.	KIXI	Seattle	134
13.	WPLM-F	Boston	124
14.	WGUL-AF	Tampa-st.	119
	WJAS	Pittsburg	119
16.	WNAK	WilkesBar	103
17.	KAAM	Dallas-FW	99
18.	KOY	Phoenix	97
19.	WBYU	New Orlns	89
20.	WXKS	Boston	83
21.	KLFF	Phoenix	81
22.	WLVU-F	Tampa-st.	73

RELIGION/GOSPEL

1.	WWRL	NewYork	299
2.	KLTY-F	Dallas-FW	159
3.	WAOK	Atlanta	143
4.	WFME-F	NewYork	139
	KKLA-F	Los Angel	139
6.	WBOK	New Orlns	93
7.	WYLL-F	Chicago	75
8.	KHVN	Dallas-FW	72
9.	KHCB-F	Houston	69
10.	WLOK	Memphis	67
	WBGR	Baltimore	67
12.	WYCB	Washingtn	65
13.	KCMS-F	Seattle	64
14.	WYCA-F	Chicago	61
15.	WPCE	Norfolk	60
	KMAX-F	Los Angel	60
17.	WMBM	Miami-ft.	58
18.	KWWJ	Houston	57
	KRVK	Knsas Cty	57
20.	WMUZ-F	Detroit	55
21.	WRBS-F	Baltimore	54
22.	WDAC-F	Lancaster	49
23.	WAGG	Brmngham	48
24.	KFAX	San Fran	47
	KFSG-F	Los Angel	47
26.	WNAP	Philadelp	43

SPANISH

1.	KWKW	Los Angel	573
2.	KLVE-F	Los Angel	522
3.	WADO	NewYork	454
4.	KTNQ	Los Angel	450
5.	WSKQ-F	NewYork	427
6.	WSKQ	NewYork	383
7.	WQBA	Miami-ft.	210
8.	KSKQ	Los Angel	208
9.	WCMQ-F	Miami-ft.	192
10.	WKDM	NewYork	181
11.	WAQI	Miami-ft.	180
12.	KALI	Los Angel	170
13.	WOJO-F	Chicago	152
14.	WIND	Chicago	147
15.	WJIT	NewYork	138
16.	WQBA-F	Miami-ft.	136
17.	KSKQ-F	Los Angel	135
18.	KBRG-F	San Fran	127
19.	KGBT	MC-BROWN	107
20.	KCOR	San anton	99
21.	KLOK	San Fran	87
	KLAT	Houston	87
23.	KXYZ	Houston	76
24.	KIQI	San Fran	71
25.	KQQK-F	Houston	69
26.	KEYH	Houston	67
27.	WCMQ	Miami-ft.	58
28.	KESS	Dallas-FW	57
29.	KLVL	Houston	54
30.	KIWW-F	MC-BROWN	52
	KAMA	El paso	52

CLASSICAL

1.	WNCN-F	NewYork	417
2.	WQXR-F	NewYork	351
3.	WNIB-F	Chicago	225
4.	KDFC-AF	San Fran	215
5.	WFLN-F	Philadelp	205
6.	WTMI-F	Miami-ft.	159
7.	KKHI-AF	San Fran	156
8.	WGMS-AF	Washingtn	144
9.	WQRS-F	Detroit	143
10.	KFSD-F	SanDiego	136
11.	WFMT-F	Chicago	132
12.	KING-F	Seattle	128
13.	WCRB-F	Boston	121
14.	WRR -F	Dallas-FW	109
15.	WCLV-F	Cleveland	82
16.	KVOD-F	Denver	72
17.	KCFX-F	Knsas Cty	68
18.	WFMR-F	Milwaukee	51

JAZZ/NEW AGE

1.	WQCD-F	NewYork	619
2.	KTWV-F	Los Angel	504
3.	WNUA-F	Chicago	289
4.	KKGO-F	Los Angel	228
5.	WJZZ-F	Detroit	227
6.	KKSF-F	San Fran	224
7.	KOAI-F	Dallas-FW	183
8.	KBLX-F	San Fran	157
9.	KIFM-F	SanDiego	130
	WXDJ-F	Miami-ft.	130
11.	KJAZ-F	San Fran	94
12.	WHVE-F	Tampa-st.	78
13.	KQPT-F	Sacrament	76

AMERICA'S LADING STATIONS BY FORMAT*

METRO SHARE

TOP 40/CHR/CONTEMP

1.	WKEE-F	Huntingto	22.6
2.	WKFR-F	Kalamazoo	19.9
3.	WMEE-F	Ft. Wayne	19.8
4.	WNNK-F	Harrisbrg	19.6
5.	WJET-F	Erie	19.4
6.	WQUT-F	John city	19.3
7.	KBFM-F	MC-BROWN	18.6
8.	WVIC-AF	Lansing	18.5
9.	WZYP-F	Huntsvill	17.9
	WIOG-F	Saginaw-b	17.9
11.	WSKZ-F	Chtnooga	17.3
12.	WPXR-F	Davenport	17.1
13.	KRQQ-F	Tucson	16.7
14.	WKZW-F	Peoria	16.0
15.	WXLK-F	Roanoke-l	15.2
16.	KKRD-F	Wichita	14.9
17.	WKCI-F	New Haven	14.7
18.	KZZU-F	Spokane	14.4
19.	KZII-F	Lubbock	14.0
	WAPE-F	Jacksnvle	14.0

AOR/CLASSIC

1.	WCMF-F	Rochester	15.7
2.	WAPL-F	Appleton	15.6
3.	WFBQ-F	Indy	15.3
4.	WRKT-AF	Erie	14.7
5.	WXLP-F	Davenport	14.4
6.	WWCT-F	Peoria	13.5
7.	WGIR-F	Manchestr	13.2
8.	KEZO-AF	Omaha	13.0
9.	KGGO-F	Des moine	12.9
10.	WIOT-F	Toledo	12.7
11.	WBLM-F	Prtlnd,ME	12.6
	KLAQ-F	El paso	12.6
13.	WRXL-F	Richmond	12.1
14.	WKQQ-F	Lexington	11.9
15.	WHEB-AF	Portsmoth	11.4
	WRKR-F	Kalamazoo	11.4
17.	WAAF-F	Worcester	10.8
	WXFX-F	Montgomer	10.8
19.	KLBJ-F	Austin	10.6
20.	WKQZ-F	Saginaw-b	10.4
21.	WIBA-F	Madison	10.3
	WEBN-F	Cincinnat	10.3
23.	KLPX-F	Tucson	10.0
24.	WOUR-F	Utica-rom	9.9
25.	XWHL-F	Anchorage	9.8
26.	KMOD-F	Tulsa	9.7
27.	WKRR-F	Greensbor	9.6
	WAQY-F	Springfie	9.6
29.	WZZO-F	Allentown	9.5
30.	WIMZ-AF	Knoxville	9.3
	KMJX-F	Little Rk	9.3
32.	KQRS-AF	Minn-St.P	9.1
	WGR -F	Buffalo	9.1
34.	WPLR-F	New Haven	9.0

AC/OLDIES/SOFT ROCK

1.	WCRZ-F	Flint	18.2
2.	WEZN-F	Brdgeport	15.7
3.	WTFM-F	John city	14.6
4.	WYYY-F	Syracuse	14.1
5.	WAJI-F	Ft. Wayne	13.7
	WXKC-F	Erie	13.7
7.	WRVC-F	Huntingto	13.2
8.	WLEV-F	Allentown	12.7
9.	WFLZ-F	Tampa-st.	11.6
10.	WMYI-F	Grnvl-Sp	11.4
11.	WMGX-F	Prtlnd,ME	10.7
12.	WARM-F	York	10.3
	WSNY-F	ColumbusO	10.3
14.	KVIL-AF	Dallas-FW	10.2
15.	WUUU-F	Utica-rom	10.1
	KISC-F	Spokane	10.1
17.	WAYV-F	Atlantic	10.0
18.	KODS-F	Reno	9.9
	KWFM-AF	Tucson	9.9
20.	WSTF-F	Orlando	9.7
21.	KRNO-AF	Reno	9.6
22.	KUUL-F	Davenport	9.4
	WJBR-F	Wilmingto	9.4
24.	WMGN-F	Madison	9.3
25.	KKMY-F	Beaumont	9.2
	WHNN-F	Saginaw-b	9.2
27.	WMYU-F	Knoxville	9.1
	KMGE-F	Eugene	9.1
	WEBE-F	Brdgeport	9.1
30.	WBYR-F	Ft. Wayne	9.0

MOR/VARIETY

1.	WCCO	Minn-St.P	18.4
2.	WHAS	Louisvill	15.9
3.	KFAB	Omaha	15.8
	WHO	Des moine	15.8
	WIBC	Indy	15.8
6.	WTIC	Hartford	15.0
7.	KDKA	Pittsburg	12.3
	WSGW	Saginaw-b	12.3
9.	WRVA	Richmond	11.7
10.	KKOB	Albuquerq	11.3
11.	WICC	Brdgeport	11.0
12.	WBEN	Buffalo	10.7
13.	WTMJ	Milwaukee	10.5
14.	WGY	ALBANY	10.3
15.	WELI	New Haven	9.9
	WHBC	Canton	9.9
17.	KSSK	Honolulu	9.8
18.	WTVN	ColumbusO	9.7
19.	WSYR	Syracuse	9.6
	WMBD	Peoria	9.6
21.	KRMG	Tulsa	9.3
22.	WBT	Charlotte	9.0
23.	WHIO	Dayton	8.9
24.	WSBA	York	8.8
	WOWO-AF	Ft. Wayne	8.8
26.	WLW	Cincinnat	8.4
27.	WIBA	Madison	8.3
	WJR	Detroit	8.3
29.	KEX	Prtlnd,OR	8.2
	WVLK	Lexington	8.2

COUNTRY

1.	WIVK-AF	Knoxville	37.7
2.	WTCR-AF	Huntingto	29.8
3.	WDRM-AF	Huntsvill	22.1
4.	WXBQ-F	John city	19.1
5.	KLLL-F	Lubbock	18.7
6.	WKSJ-AF	Mobile	18.2
	KUZZ-AF	Bkrsfield	18.2
8.	KRMD-AF	Shreveprt	18.1
	WVLK-F	Lexington	18.1
10.	KSSN-F	Little Rk	17.7
11.	WITL-F	Lansing	17.3
12.	WLLR-F	Davenport	17.1
13.	WZZK-AF	Brmngham	16.2
14.	WAMZ-F	Louisvill	15.9
15.	WLWI-F	Montgomer	15.5
16.	KASE-F	Austin	15.4
	WSOC-F	Charlotte	15.4
18.	WNWN-F	Kalamazoo	15.0
19.	KCUL-F	Corpus Ch	14.3
20.	WPOR-AF	Prtlnd,ME	14.1
	WCOS-F	Columbia	14.1
22.	KTXF-F	MC-BROWN	14.0
	KXXY-AF	Oklahoma	14.0
	KUGN-F	Eugene	14.0
25.	WTQR-F	Greensbor	13.8
26.	WMSI-F	Jackson	13.6
27.	WUSY-F	Chtnooga	12.9
28.	KHEY-F	El paso	12.5
29.	KRST-F	Albuquerq	12.4
	WSIX-F	Nashville	12.4
31.	WFMS-F	Indy	12.3
32.	WKCQ-F	Saginaw-b	12.1
33.	KFMS-AF	Las Vegas	12.0
34.	KJJY-AF	Des moine	11.9
35.	WESC-F	Grnvl-Sp	11.8
36.	KNIX-AF	Phoenix	11.4
	WRNS-AF	GreenvlNC	11.4
38.	WGNA-AF	ALBANY	11.0
	KAYD-AF	Beaumont	11.0
	WCUZ-F	Gr Rapids	11.0

BLACK/URBAN

1.	WIKS-F	GreenvlNC	20.2
2.	WZHT-F	Montgomer	19.2
3.	KHYS-F	Beaumont	18.8
4.	WBLX-F	Mobile	16.6
5.	WHRK-F	Memphis	16.2
6.	WWDM-F	Columbia	15.7
7.	WJMI-F	Jackson	15.6
8.	WYLD-F	New Orlns	15.1
9.	WVEE-F	Atlanta	13.1
10.	WDZZ-F	Flint	12.7
11.	WENN-F	Brmngham	12.3
12.	KMJJ-F	Shreveprt	11.6
13.	KDKS-F	Shreveprt	11.4
14.	WDIA	Memphis	11.2
15.	KIPR-F	Little Rk	10.5
16.	WQUE-AF	New Orlns	10.0
17.	WBLX-F	Pensacola	9.9
	KQXL-F	Btn Rouge	9.9
19.	WJHM-F	Orlando	9.6
	WCDX-F	Richmond	9.6
21.	WPEG-F	Charlotte	9.5
22.	WXYV-F	Baltimore	9.1
23.	WCKU-F	Lexington	9.0
24.	WJMH-F	Greensbor	8.8
25.	WJTT-F	Chtnooga	8.4
26.	KMJQ-F	Houston	8.1
	WLUM-F	Milwaukee	8.1
28.	WHQT-F	Miami-ft.	8.0

BEAUTIFUL/EASY

1.	WEAT-AF	West Palm	19.3
2.	WWLV-F	Dytna Bch	17.9
3.	WZID-F	Manchestr	15.6
4.	WSWT-F	Peoria	14.7
5.	WFMZ-F	Allentown	14.1
6.	WSRS-F	Worcester	13.1
7.	WHBC-F	Canton	12.7
8.	WDEF-F	Chtnooga	11.9
9.	WPVR-F	Roanoke-l	11.5
10.	KSFI-F	Salt Lake	11.3
11.	WRSA-F	Huntsvill	11.1
12.	KUMU-AF	Honolulu	10.8
13.	WROW-F	ALBANY	10.6
14.	WLQR-F	Toledo	10.4
15.	WMEZ-F	Pensacola	10.1
16.	WEZK-F	Knoxville	10.0
	WFOG-F	Norfolk	10.0
	WFPG-F	Atlantic	10.0
19.	KBEE-F	Modesto	9.8
20.	WNCE-F	Lancaster	9.7
21.	WSHH-F	Pittsburg	9.6
22.	KXLY-F	Spokane	9.5
	WOOD-F	Gr Rapids	9.5
	KEZK-F	St. Louis	9.5
25.	KXTZ-F	Las Vegas	9.3

NEWS/TALK

1.	KMOX	St. Louis	18.8
2.	KMJ	Fresno	11.1
3.	WGN	Chicago	10.7
4.	WOC	Davenport	9.2
5.	WIBX	Utica-rom	8.8
6.	KIRO	Seattle	8.7
7.	KFBK	Sacrament	8.5
8.	KOA	Denver	8.4
9.	KTOK	Oklahoma	8.2
	KGO	San Fran	8.2
11.	KTAR	Phoenix	7.9
12.	WBAL	Baltimore	7.5
13.	WNIR-F	Akron	7.4
14.	KCMO	Knsas Cty	7.3
15.	KGO	Salinas	7.1
	WPTF	Raleigh	7.1
	KARN	Little Rk	7.1
18.	WTAE	Pittsburg	6.8
	WPRO	Providenc	6.8
20.	WJNO	West Palm	6.7
21.	KYW	Philadelp	6.6
	WVOC	Columbia	6.6
	WRKO	Boston	6.6
24.	KXL	Prtlnd,OR	6.3
	WWL	New Orlns	6.3
	WJBO	Btn Rouge	6.3
	KRLD	Dallas-FW	6.3
28.	KCBS	San Fran	6.1
29.	WHJJ	Providenc	6.0
30.	KXLY	Spokane	5.7
	WOAI	San anton	5.7
	WWJ	Detroit	5.7
33.	WOR	Monmouth-	5.5
34.	KTRH	Beaumont	5.4
35.	KOH	Reno	5.3
36.	WERC	Brmngham	5.2
	WIOD	Miami-ft.	5.2
38.	KOA	Colorado	5.1
39.	KTRH	Houston	5.0

*Based on 12+ Metro Share, Broadcast week.

NOSTALGIA

1.	WNAK	WilkesBar	8.6
	WEYZ	Erie	8.6
3.	WMAS	Springfie	7.7
4.	WOKY	Milwaukee	6.6
5.	WFMJ	Youngstwn	6.5
	WRDR-F	Atlantic	6.5
7.	WROD	Dytna Bch	6.3
8.	KEEL	Shreveprt	6.2
9.	WYNZ	Prtlnd,ME	5.8
	KORK	Las Vegas	5.8
11.	KGVY	Tucson	5.3
12.	WPEN	Philadelp	5.2
13.	WNEB	Worcester	5.0
	WNAM	Appleton	5.0

RELIGION/GOSPEL

1.	WDAC-F	Lancaster	8.6
2.	WOAD	Jackson	6.5
3.	WNDC	Btn Rouge	5.6
4.	KOKA	Shreveprt	5.0
5.	WBOK	New Orlns	4.8
6.	WLOK	Memphis	4.4
7.	WAGG	Brmngham	3.8
8.	WAOK	Atlanta	3.7
9.	WZTN	Montgomer	3.5
10	WJMM-F	Lexington	3.3
11	WCTL-F	Erie	3.2
12.	WPCE	Norfolk	2.9
	KLTY-F	Dallas-FW	2.9
	WTGH	Columbia	2.9
15.	WEMM-F	Huntingto	2.8
16.	WCGW	Lexington	2.7
	KWKY	Des moine	2.7
	KRVK	Knsas Cty	2.7
19.	WDJC-F	Brmngham	2.6
20.	WGTM	GreenvlNC	2.5
21.	WPEO	Peoria	2.4
22.	WKPR	Kalamazoo	2.3
23.	KJAK-F	Lubbock	2.2
24.	WAPZ	Montgomer	2.1
	KCTA	Corpus Ch	2.1
	KTFA-F	Beaumont	2.1
	KAMB-F	Modesto	2.1
28.	WEMI-F	Appleton	2.0
	WFUR-F	Gr Rapids	2.0

SPANISH

1.	KGBT	MC-BROWN	12.4
2.	KWAC	Bkrsfield	7.9
3.	KUNO	Corpus Ch	6.9
4.	KLOC	Modesto	6.8
5.	KAMA	El paso	6.5
6.	KIWW-F	MC-BROWN	6.0
	KBNA-AF	El paso	6.0
8.	KQXX-F	MC-BROWN	5.5
9.	KCOR	San anton	5.1
10.	KBOR-AF	MC-BROWN	4.5
11.	KCCT	Corpus Ch	4.2
12.	WQBA	Miami-ft.	4.0

CLASSICAL

1.	KLEF-F	Anchorage	7.2
2.	WSLT-F	Atlantic	5.0
3.	KFSD-F	SanDiego	3.9
4.	KING-F	Seattle	3.5
5.	KBOQ-F	Salinas	3.4
6.	KHFM-F	Albuquerq	3.3
7.	KCFX-F	Knsas Cty	3.2
8.	WTMI-F	Miami-ft.	3.1
9.	WPKM-F	Prtlnd,ME	2.8
10.	KDFC-AF	San Fran	2.6
	WGMS-AF	Washingtn	2.6
	WFLN-F	Philadelp	2.6
	WCLV-F	Cleveland	2.6
	KVOD-F	Denver	2.6
15.	KIWI-F	Bkrsfield	2.5
16.	WQRS-F	Detroit	2.2
	WFMR-F	Milwaukee	2.2
18.	WCRB-F	Boston	2.1
19.	WRR -F	Dallas-FW	2.0
20.	KKHI-AF	San Fran	1.9
	KXTR-F	Knsas Cty	1.9
22.	WNIB-F	Chicago	1.8
23.	KSAC	Sacrament	1.7
24.	WNCN-F	NewYork	1.5

JAZZ/NEW AGE

1.	KHHH-F	Honolulu	4.2
2.	KQPT-F	Sacrament	3.9
3.	KIFM-F	SanDiego	3.7
4.	KEYV-F	Las Vegas	3.6
5.	WLOQ-F	Orlando	3.5
	WJZZ-F	Detroit	3.5
7.	KOAI-F	Dallas-FW	3.3
8.	KTWV-F	Los Angel	3.1
9.	KNIK-F	Anchorage	2.9
10.	KLRS-F	Salinas	2.7
	KKSF-F	San Fran	2.7
12.	WAEZ-F	Huntingto	2.5
	WXDJ-F	Miami-ft.	2.5
	WBZN-AF	Milwaukee	2.5
15.	WQCD-F	NewYork	2.3
	WHVE-F	Tampa-st.	2.3
	WNUA-F	Chicago	2.3
	KHIH-F	Denver	2.3
19.	KGSR-F	Austin	2.2
20.	KLSK-F	Albuquerq	2.1
	KBZE-F	Colorado	2.1
	WNWV-F	Cleveland	2.1

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

HIGHEST			LOWEST		
1.	Lancaster	93.26%	1.	San Francisco	60.74%
2.	Huntington, WV	92.81%	2.	Bakersfield	61.72%
3.	Greenville, NC	89.75%	3.	Wilkes Barre-Scranton	63.14%
4.	Greenville-Spartanburg	88.67%	4.	Stockton	63.91%
5.	Lansing	87.57%	5.	Des Moines	65.02%
6.	Orlando	85.98%	6.	Honolulu	65.37%
7.	Greensboro-WS	85.94%	7.	San Antonio	65.48%
8.	Grand Rapids	85.83%	8.	New York	65.50%
9.	Columbia, SC	85.55%	9.	Kansas City	65.78%
10.	Norfolk	85.15%	10.	Boston	65.94%

* FM share of total listening, 12+ Metro, 1/4 Hour AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST			LOWEST		
1.	Providence	19.4	1.	Huntington, WV	14.6
2.	Miami-Ft. Lauderdale	19.3	2.	Eugene	14.9
3.	New York	19.1	3.	John City-Kingsport	15.3
4.	Wilkes Barre-Scranton	19.0	4.	Portland, OR	15.4
5.	Philadelphia	18.9	5.	Modesto	15.5
6.	Tampa-St. Petersburg	18.8		Dayton	15.5
7.	Atlantic City	18.7	7.	Beaumont	15.6
8.	Bridgeport	18.6	8.	Raleigh	15.7
9.	Nassau-Suffolk	18.5		Grand Rapids	15.7
10.	San Antonio	18.4		Salt Lake City	15.7

** The APR shows the average percentage of the 12+ population which is using the radio (Mon-Sun, 6A-MID). The figure is comparable to television's PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS

FAL 89 17.13

SPG 89	17.53	SPG 82	16.04
SPG 88	16.47	SPG 81	15.42
SPG 87	16.73	SPG 80	15.42
SPG 86	17.10	SPG 79	15.62
SPG 85	17.32	SPG 78	15.42
SPG 84	17.50	SPG 77	15.40
SPG 83	17.33	SPG 76	15.74

MARKETS WITH HIGHEST PERCENTAGE OF BELOW-THE-LINE LISTENING***

1.	Monmouth-Ocean	68.5%	11.	New Haven	42.0%
2.	Stockton	58.5%	12.	Lancaster	40.1%
3.	Bridgeport	55.5%	13.	Worcester	37.4%
4.	Wilmington, DE	55.3%	14.	Atlantic City	36.4%
5.	Akron	54.0%	15.	Springfield, MA	35.1%
6.	Daytona Beach	50.9%	16.	York	34.4%
7.	Manchester	48.5%	17.	Pensacola	32.6%
8.	Riverside-San Bernardino	48.5%	18.	Salinas-Monterey-Santa Cruz	31.5%
9.	Portsmouth-Dover-Rochester,nh	48.2%	19.	West Palm Beach	30.7%
10.	Canton	43.7%	20.	Flint	29.0%

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1.	Eugene	20.7%	10.	Stockton	17.6%
2.	Portland, ME	20.2%	11.	Madison	17.0%
3.	Jackson	20.1%	12.	Jacksonville	16.9%
4.	Lancaster	19.2%	13.	Kalamazoo	16.7%
5.	Las Vegas	19.0%	14.	Bakersfield	16.3%
6.	Austin	18.5%	15.	Salinas-Monterey-Santa Cruz	16.1%
7.	Colorado Springs	17.8%	16.	Lexington	15.6%
8.	Modesto	17.8%	17.	Lansing	15.5%
9.	Raleigh	17.6%	18.	New Haven	15.4%

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/OLDIES/SOFT ROCK	264,800 (125)	3,737,800 (368)	4,002,600 (493)	18.61
TOP 40/CHR/CONTEMP	15,000 (16)	3,096,400 (229)	3,111,400 (245)	14.47
AOR/CLASSIC	26,800 (25)	2,697,000 (224)	2,723,800 (249)	12.67
NEWS/TALK	2,367,900 (149)	40,600 (4)	2,408,500 (153)	11.20
COUNTRY	367,000 (142)	1,838,000 (182)	2,205,000 (324)	10.25
BLACK/URBAN	363,100 (82)	1,528,600 (80)	1,891,700 (162)	8.80
BEAUTIFUL/EASY	88,100 (25)	1,451,000 (110)	1,539,100 (135)	7.16
MOR/VARIETY	930,300 (121)	2,300 (4)	932,600 (125)	4.34
SPANISH	501,200 (72)	219,200 (26)	720,400 (98)	3.35
NOSTALGIA	602,800 (93)	55,700 (7)	658,500 (100)	3.06
RELIGION/GOSPEL	245,800 (124)	158,900 (53)	404,700 (177)	1.88
JAZZ/NEW AGE	6,400 (4)	367,600 (37)	374,000 (41)	1.74
CLASSICAL	18,300 (8)	319,200 (29)	337,500 (37)	1.57
UNKNOWN/OTHERS	113,900 (90)	79,200 (66)	193,100 (156)	0.90
	5,911,400 (1076)	15,591,500 (1419)	21,502,900 (2495)	

* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in paranthesis are the number if stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	FAL 88	FAL 87	FAL 86	FAL 85	FAL 84	FAL 83	FAL 82	FAL 81
AC/OLDIES/SOFT ROCK	4.48%	23.97%	18.61%	18.39%	17.10%	18.20%	15.80%	15.10%	13.00%	-	-
TOP 40/CHR/CONTEMP	0.25%	19.86%	14.47%	14.83%	14.00%	14.50%	15.40%	16.50%	-	-	-
AOR/CLASSIC	0.45%	17.30%	12.67%	12.91%	12.50%	12.40%	11.20%	10.10%	-	-	-
NEWS/TALK	40.06%	0.26%	11.20%	10.78%	9.90%	9.50%	9.60%	9.80%	10.20%	10.30%	10.30%
COUNTRY	6.21%	11.79%	10.25%	10.29%	10.40%	10.00%	10.60%	10.80%	11.50%	11.20%	12.20%
BLACK/URBAN	6.14%	9.80%	8.80%	8.64%	10.40%	10.50%	9.80%	9.80%	10.60%	10.90%	9.60%
BEAUTIFUL/EASY	1.49%	9.31%	7.16%	7.77%	8.50%	8.80%	10.00%	10.70%	10.70%	11.90%	13.50%
MOR/VARIETY	15.74%	0.01%	4.34%	4.55%	5.70%	6.00%	6.70%	7.20%	7.60%	-	-
SPANISH	8.48%	1.41%	3.35%	3.04%	3.00%	2.70%	2.90%	2.60%	3.00%	2.60%	2.60%
NOSTALGIA	10.20%	0.36%	3.06%	2.98%	3.00%	3.30%	4.00%	4.00%	4.50%	4.10%	2.40%
RELIGION/GOSPEL	4.16%	1.02%	1.88%	1.77%	1.80%	1.50%	1.80%	1.80%	1.70%	1.60%	1.30%
JAZZ/NEW AGE	0.11%	2.36%	1.74%	1.78%	1.30%	-	-	-	-	-	-
CLASSICAL	0.31%	2.05%	1.57%	1.70%	1.50%	1.60%	1.50%	1.50%	1.50%	1.50%	1.40%
UNKNOWN/OTHERS	1.93%	0.51%	0.90%	0.58%	0.80%	0.90%	0.70%	0.40%	0.40%	0.30%	0.30%

CHANGES SINCE FALL 1988

	Changes in Format Share			Change in 1/4 HR Totals	Change in # of Stations (89 vs. 88)
	Since 1988	Since 1985	Since 1980		
AC/OLDIES/SOFT ROCK	+ 1.2%	+ 17.8%	NA	+ 3.1%	+17 (+ 3.6%)
TOP 40/CHR/CONTEMP	- 2.4%	- 6.0%	NA	- 0.6%	+ 3 (+ 1.2%)
AOR/CLASSIC	- 1.9%	+ 13.1%	NA	0.0%	+13 (+ 5.5%)
NEWS/TALK	+ 3.9%	+ 16.7%	+ 5.7%	+ 5.9%	+23 (+17.7%)
COUNTRY	- 0.4%	- 3.3%	+ 0.5%	+ 1.5%	-11 (- 3.3%)
BLACK/URBAN	+ 1.9%	- 10.2%	- 9.3%	+ 3.7%	-19 (-10.4%)
BEAUTIFUL/EASY	- 7.9%	- 28.4%	- 52.9%	- 6.1%	-12 (- 8.2%)
MOR/VARIETY	- 4.6%	- 35.2%	NA	- 2.9%	-10 (- 7.4%)
SPANISH	+ 10.2%	+ 15.5%	+ 40.0%	+ 12.3%	+11 (+12.6%)
NOSTALGIA	+ 2.7%	- 23.5%	NM	+ 4.9%	- 1 (- 1.0%)
RELIGION/GOSPEL	+ 6.2%	+ 4.4%	+ 56.7%	+ 8.2%	+ 0 (+ 0.0%)
JAZZ/NEW AGE	- 2.2%	NM	NM	- 0.2%	+ 1 (+ 2.5%)
CLASSICAL	- 7.6%	+ 4.7%	+ 12.1%	- 6.0%	- 3 (- 7.5%)
UNKNOWN/OTHERS	+ 55.2%	+ 28.6%	+ 43.0%	+ 57.8%	+47 (+43.1%)

BEST MARKETS FOR VARIOUS FORMATS

TOP 40/CHR/CONTEMP

(National Average: 14.47%)

1.	Harrisburg	31.0%
2.	Kalamazoo	29.8%
	Lubbock	29.8%
4.	Anchorage	28.7%
5.	John City-Kings	26.9%
6.	Huntington, WV	26.6%
	Lansing	26.6%
8.	Columbus, OH	25.7%
9.	Lancaster	25.2%
	Baton Rouge	25.2%

AOR/CLASSIC

(National Average: 12.67%)

1.	Erie	27.8%
2.	Portsmouth-Dover	27.7%
3.	Manchester	26.1%
4.	San Diego	20.7%
5.	Springfield, MA	20.4%
6.	Anchorage	20.2%
7.	Minneapolis-St.	19.6%
8.	Worcester	18.9%
9.	Portland, OR	18.8%
10.	Boston	18.7%

AC/OLDIES/SOFT ROCK

(National Average: 18.61%)

1.	Tampa-St. Pete	39.3%
2.	Bridgeport	30.9%
3.	Portland, ME	30.8%
4.	Allentown-Beth	29.6%
5.	Raleigh	26.8%
6.	Springfield, MA	26.6%
7.	Rochester	26.5%
8.	Utica-Rome	26.3%
9.	Fort Wayne	26.2%
10.	Cleveland	26.1%

MOR/VARIETY

(National Average: 4.34%)

1.	Des Moines	25.8%
2.	Minneapolis-St.	21.9%
3.	Louisville	20.4%
4.	Eugene	17.6%
	Omaha	17.6%
6.	Indianapolis	17.4%
7.	Saginaw-Bay City	17.2%
	Hartford	17.2%
9.	Flint	16.1%
	Pittsburgh	16.1%

COUNTRY

(National Average: 10.25%)

1.	Knoxville	43.6%
2.	John City-Kings	41.9%
3.	Huntington, WV	38.3%
4.	Lubbock	32.9%
5.	Shreveport	31.2%
6.	Nashville	30.6%
7.	Chattanooga	30.5%
8.	Wichita	30.2%
9.	Huntsville	29.8%
10.	Oklahoma City	26.2%

BLACK/URBAN

(National Average: 8.80%)

1.	Memphis	34.9%
2.	Montgomery	30.8%
3.	Beaumont	29.5%
4.	Birmingham	28.6%
5.	Mobile	28.2%
6.	New Orleans	27.7%
7.	Jackson	27.3%
8.	Greenville, NC	26.5%
9.	Shreveport	24.6%
10.	Raleigh	22.7%

BEAUTIFUL/EASY

(National Average: 7.16%)

1.	Daytona Beach	22.9%
2.	West Palm Beach	22.6%
3.	Manchester	22.1%
4.	Allentown-Beth	18.4%
5.	Worcester	17.8%
6.	Peoria	16.4%
7.	Albany-Schenect	16.2%
8.	Canton	14.5%
9.	Atlantic City	14.2%
	Stockton	14.2%

NEWS/TALK

(National Average: 11.20%)

1.	Chicago	25.3%
2.	St. Louis	20.6%
3.	New York	20.4%
4.	Providence	19.0%
5.	Monmouth-Ocean	18.5%
	Boston	18.5%
7.	Philadelphia	18.1%
8.	San Francisco	16.2%
9.	Los Angeles	14.8%
10.	West Palm Beach	13.5%

NOSTALGIA

(National Average: 3.06%)

1.	Wilkes Barre-SC	17.7%
2.	Tucson	10.8%
3.	Erie	10.1%
4.	Tampa-St. Pete	9.9%
5.	Springfield, MA	9.3%
6.	Utica-Rome	8.9%
7.	Syracuse	8.2%
8.	Daytona Beach	7.8%
9.	Atlantic City	7.5%
10.	Appleton-Oshkos	7.4%

RELIGION/GOSPEL

(National Average: 1.88%)

1.	Lancaster	10.7%
2.	Jackson	9.3%
3.	Birmingham	9.1%
4.	Baton Rouge	8.3%
5.	Memphis	7.7%
6.	Lexington	7.5%
7.	New Orleans	7.4%
8.	Montgomery	6.5%
9.	Shreveport	6.1%
10.	Kansas City	5.8%

SPANISH

(National Average: 3.35%)

1.	McAllen-Brownsv	42.8%
2.	Miami-Ft. Laude	18.0%
3.	El Paso	17.2%
4.	Salinas-Monterey	15.7%
5.	Bakersfield	14.2%
	Los Angeles	14.2%
7.	Corpus Christi	13.1%
8.	San Antonio	12.3%
9.	Fresno	9.0%
10.	Lubbock	8.9%

CLASSICAL

(National Average: 1.57%)

1.	Anchorage	8.1%
2.	Atlantic City	6.4%
3.	Kansas City	5.5%
4.	San Francisco	5.0%
5.	San Diego	4.3%
6.	Salinas-Monterey	4.0%
7.	Seattle-Tacoma	3.9%
8.	Albuquerque	3.7%
9.	Portland, ME	3.5%
10.	Miami-Ft. Laude	3.3%

JAZZ/NEW AGE

(National Average: 1.74%)

1.	San Francisco	6.5%
2.	Los Angeles	5.0%
3.	Sacramento	4.6%
4.	Honolulu	4.5%
	Las Vegas	4.5%
6.	San Diego	4.1%
7.	Orlando	3.9%
8.	Detroit	3.8%
9.	Dallas-Ft. Worth	3.6%
10.	Anchorage	3.3%

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of almost 800 stations is examined. This total equals nearly 10% of all commercial radio stations in the United States. The following information is included for each station:

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours.
This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG (Broadcast Week).

PERCENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+ Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PERCENT 12-24, 25-54, 55+: As of Spring 1987, we have changed the ages covered in this breakdown. You may recall that in previous editions, the cells were Teens, 18-34, 18-49, and 50+. The changes were made for two reasons. First of all the new Arbitron rating books make it easier to calculate these cells. Secondly, I think the new cells better reflect those which readers are most interested.
This figure is simply the percentage of a station's total audience (12+ Metro AQH, Broadcast Week), which lies in these demographic cells.

PERCENT MALE/FEMALE (%M, %F): The methodology is the same as that for 12-24, 25-54, etc.

Below are the means by format. Also included is the number of stations sampled.

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
CHR/CONTEMP	1990	117	8.0	15.7	11.1	54.7	42.8	2.5	41.5	58.5
	1989	108	8.2	15.3	11.6	53.8	41.9	4.3	42.3	57.7
	1988	123	9.0	14.0	13.8	55.1	42.3	2.6	41.1	58.9
	1987	-	9.0	14.0	12.8	56.9	42.4	.7	43.9	56.1
	1986	-	8.6	14.6	11.2	-	-	-	42.6	57.4
AOR/CLASSIC	1990	109	8.7	14.5	8.4	39.7	58.8	1.5	69.0	31.0
	1989	95	9.2	13.7	9.0	41.9	56.4	1.7	66.4	33.6
	1988	100	9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9
	1987	-	9.5	13.3	9.8	47.2	50.8	2.2	66.8	33.2
	1986	-	9.1	13.7	11.1	-	-	-	67.0	33.0
AC/SOFT/OLDIES	1990	118	7.9	15.6	6.8	15.2	74.8	10.0	40.4	59.6
	1989	124	8.5	14.8	7.5	15.4	75.5	9.1	41.9	58.1
	1988	115	8.6	14.7	8.5	17.3	75.2	7.5	40.4	59.6
	1987	-	8.1	15.2	8.2	17.6	72.5	9.9	42.0	58.0
	1986	-	8.8	14.3	8.1	-	-	-	41.5	58.5
BTFL/EZ	1990	61	10.9	11.6	14.6	4.2	42.8	53.0	39.0	61.0
	1989	63	11.1	11.3	14.1	4.0	41.2	54.8	39.3	60.7
	1988	64	11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9
	1987	-	11.5	11.0	16.4	3.4	40.1	56.5	40.3	59.7
	1986	-	11.7	10.7	14.4	-	-	-	39.0	61.0
MOR/VARIETY	1990	52	8.5	14.9	10.7	2.8	42.7	54.5	45.7	54.3
	1989	53	8.5	14.8	11.3	3.2	42.8	54.0	42.7	57.3
	1988	56	9.8	12.9	14.2	3.1	41.0	55.9	41.4	58.6
	1987	-	9.6	13.2	13.2	4.1	44.1	52.8	43.2	56.8
	1986	-	9.6	13.1	12.4	-	-	-	44.2	55.8
COUNTRY	1990	100	10.6	11.9	17.7	12.5	62.8	24.7	48.4	51.6
	1989	97	10.8	11.6	18.4	12.8	63.1	24.1	48.1	51.9
	1988	103	11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8
	1987	-	11.0	11.5	18.8	13.2	62.1	24.7	47.8	52.2
	1986	-	11.1	11.3	18.0	-	-	-	50.3	49.7
NEWS/TALK	1990	52	7.7	16.3	7.5	2.8	41.6	55.6	50.6	49.4
	1989	54	7.8	16.1	8.7	2.8	39.0	58.2	50.0	50.0
	1988	51	8.5	150	9.3	2.8	39.6	57.6	48.2	51.8
	1987	-	8.1	15.3	9.1	3.0	38.6	58.4	48.4	51.6
	1986	-	8.1	15.2	8.8	-	-	-	47.5	52.5

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
BLACK/URBAN	1990	44	11.1	11.4	14.6	42.0	52.9	5.1	44.4	55.6
	1989	45	10.6	11.9	14.3	44.3	50.3	5.4	45.4	54.6
	1988	48	11.4	11.1	14.8	45.6	49.7	4.7	45.9	54.1
	1987	-	11.9	10.6	13.6	47.2	47.2	5.6	45.0	55.0
	1986	-	11.7	10.7	12.3	-	-	-	45.0	55.0
NOSTALGIA	1990	25	10.0	12.5	12.6	0.8	17.8	81.4	43.2	56.8
	1989	23	11.6	10.8	14.1	1.1	19.7	79.2	39.9	60.1
	1988	21	10.7	11.9	14.7	1.0	20.7	78.3	41.2	58.8
	1987	-	10.9	11.6	13.8	1.1	22.8	76.1	43.4	55.6
	1986	-	11.9	10.6	14.1	-	-	-	46.0	54.0
RELIGION/GOSPEL	1990	20	8.3	15.2	12.5	8.5	53.4	38.1	31.9	68.1
	1989	19	8.9	14.2	11.9	10.2	52.6	37.3	33.8	66.2
	1988	21	8.3	15.1	11.8	11.0	54.1	34.9	31.7	68.3
	1987	-	8.9	14.2	14.3	10.8	53.1	36.1	32.2	67.8
	1986	-	8.9	14.2	10.0	-	-	-	30.9	69.1
HISPANIC	1990	23	11.3	11.1	14.0	13.9	58.5	27.6	40.5	59.5
	1989	20	11.8	10.5	15.8	12.2	59.2	28.6	43.8	56.2
	1988	24	13.0	9.7	18.6	13.1	63.2	23.7	45.2	54.8
	1987	-	13.2	9.5	15.4	15.5	57.0	57.0	46.6	53.4
	1986	-	12.2	10.3	16.1	-	-	-	38.0	62.0
CLASSICAL	1990	17	7.5	16.7	5.6	3.2	53.2	43.6	49.2	50.8
	1989	20	7.9	16.0	5.5	4.5	53.5	42.0	47.9	52.1
	1988	19	7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9
	1987	-	7.2	17.4	5.7	3.4	51.5	45.1	49.7	50.3
	1986	-	7.6	16.7	6.3	-	-	-	52.5	47.5
JAZZ/NEW AGE	1990	20	7.2	17.5	4.8	6.0	85.4	8.6	57.3	42.7
	1989	21	7.9	16.0	5.5	9.3	82.2	8.5	57.5	42.5
	1988	21	7.4	16.9	4.8	8.8	84.0	7.2	58.7	41.3
	1987	14	6.9	18.3	5.7	9.4	80.3	10.3	54.2	45.8

CHR/TOP 40/CONTEMP

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		8.0	15.7	11.1	54.7	42.8	2.5	41.5	58.5
WKDD	Akron	8.1	15.4	7	64	34	2	42	58
WFLY	Albany	8.3	15.2	10	62	37	1	43	57
WAEB-F	Allen-Beth	7.9	16.0	7	52	40	8	42	58
KGOT	Anch	8.0	15.8	9	40	60	0	65	35
WAPW	Atlanta	9.0	14.0	14	69	29	2	46	54
WAYV	Atlantic City	9.2	13.6	13	36	57	7	47	53
KBTS	Austin	7.7	16.3	9	62	37	1	33	67
WBSB	Baltimore	8.2	15.3	12	55	44	1	40	60
WGGZ	Baton Rouge	6.7	19.0	8	50	50	0	40	60
WAPI-F	Birm	8.4	15.1	11	59	35	6	45	55
WXKS-F	Boston	7.7	16.5	6	49	49	2	38	62
WZOU	Boston	7.0	18.1	8	65	34	1	41	59
WKSE	Buff	8.1	15.5	10	51	48	1	31	69
WSKZ	Chatt	11.1	11.4	21	55	42	3	53	47
WBBM-F	Chicago	6.2	20.2	4	61	35	4	43	57
WYTZ	Chicago	6.5	19.3	9	71	27	2	41	59
WKRQ	Cincinnati	8.8	14.3	13	63	34	3	39	61
KIKX	Colo Spg	6.9	18.2	8	57	36	7	52	48
WNOK	Colum SC	6.6	19.2	5	41	59	0	38	62
WNCI	Colum OH	10.0	12.6	15	40	53	7	38	62
WXGT	Colum OH	9.2	13.7	12	60	38	2	64	36
KHYI	Dallas	5.3	23.9	8	64	36	0	43	57
KEGL	Dallas	5.3	23.7	4	63	37	0	38	62
WPXR	Daven RI	10.3	12.3	21	51	48	1	34	66
WGTZ	Dayton	7.9	16.0	15	53	44	3	42	58
KRXY-F	Denver	8.0	15.7	9	60	39	1	34	66
KQKS	Denver	7.8	16.2	6	80	18	2	37	63
KRNQ	Des Moines	8.8	14.4	22	54	46	0	44	56
WHYT	Detroit	7.1	17.7	6	68	30	2	37	63
WKQI-F	Detroit	5.8	21.6	4	28	68	4	35	65
KPRR	El Paso	10.1	12.4	15	69	31	0	42	58
WJET	Erie	10.1	12.5	15	56	40	4	38	62
WMEE	Ft. Wayne	11.0	11.5	21	48	52	0	34	66
KRZR	Fresno	8.0	15.8	11	62	38	0	54	46
WKZL	Greens WS	9.2	13.7	10	59	41	0	26	74
WANS	Green SC	9.3	13.6	17	74	24	2	44	56
WNNK	Harris	10.9	11.5	18	35	60	5	40	60
WTIC-F	Hart	8.6	14.6	12	48	46	6	40	60
KKBQ-F	Houston	6.7	18.9	6	49	48	3	43	57
KRBE-F	Houston	4.5	27.9	3	55	42	3	40	60
KNRJ	Houston	5.6	22.6	3	72	28	0	28	72
WKEE-F	Hunt WV	10.6	11.9	23	55	39	6	52	48
WZYP	Hunts AL	9.9	12.7	16	51	42	7	45	55
WZPL	Indy	9.3	13.5	14	55	43	2	43	57
WAPE-F	Jacksonville	9.3	13.5	14	59	38	3	46	54
WQUT	JC-King	10.2	12.3	15	49	51	0	45	55
WKFR	Kalamazoo	10.4	12.1	11	47	51	2	52	48
KBEQ	Kansas City	8.9	14.2	13	64	35	1	44	56
KXXR	Kansas City	9.5	13.3	15	67	33	0	50	50
WLAN-F	Lanc	7.7	16.3	12	42	53	5	42	58
WVIC A/F	Lansing	9.8	12.7	15	38	39	23	46	54
KLUC	LV	9.4	13.6	9	60	38	2	43	57
WLAP-F	Lexington	9.2	13.6	12	50	48	2	26	74
WBLI	Long Island	8.7	14.4	12	27	66	7	35	65
WDJX A/F	Louisville	9.0	14.0	13	54	45	1	43	57
KPWR	LA	8.1	15.6	8	64	35	1	44	56
KIIS-F	LA	6.7	18.7	5	46	52	2	44	56
KQLZ	LA	7.7	16.3	9	64	35	1	56	44
WZEE	Madison	8.4	15.1	9	62	38	0	40	60
KBFM	McAllen	12.5	10.1	21	68	31	1	37	63

CHR/TOP 40/CONTEMP Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		8.0	15.7	11.1	54.7	42.8	2.5	41.5	58.5
WMC-F	Memphis	8.8	14.3	8	33	62	5	39	61
WHQT	Miami	12.2	10.3	17	44	53	3	41	59
WPOW	Miami	10.0	12.6	11	66	32	2	45	55
WHYI	Miami	6.4	19.6	5	40	55	5	38	62
WKTI	Milwaukee	7.3	17.2	12	46	50	4	38	62
WLOL-F	Minn-SP	6.1	20.7	5	58	41	1	34	66
KDWB-F	Minn-SP	6.9	18.1	5	78	22	0	39	61
WABB-F	Mobile	9.4	13.4	13	53	44	3	48	52
WYHY	Nashville	9.5	13.2	10	65	33	2	36	64
WKCI	New Haven	10.1	12.5	13	45	53	2	39	61
WEZB	New Orleans	8.7	14.4	12	49	46	5	46	54
WHTZ	NY	6.5	19.5	6	47	48	5	40	60
WPLJ	NY	5.5	23.0	6	45	52	3	39	61
WQHT	NY	8.8	14.4	9	66	30	4	41	59
WNVZ	Norfolk	7.6	16.6	24	47	49	4	41	59
WGH	Norfolk	6.9	18.2	6	68	29	3	44	56
KJYO	Oklahoma City	7.8	16.1	8	61	39	0	46	54
KQKQ	Omaha	9.5	13.3	14	60	39	1	27	73
WOMX A/F	Orlando	7.1	17.7	2	38	60	2	43	57
WKZW	Peoria	9.7	13.0	18	50	48	2	41	59
WEGX	Philadelphia	7.1	15.0	8	59	39	2	43	57
WIOQ	Philadelphia	7.3	17.2	5	65	31	4	37	63
KZZP A/F	Phoeniz	7.0	18.1	12	60	39	1	37	63
WBZZ	Pittsburgh	7.7	16.4	10	48	50	2	36	64
KKRZ	Port O	9.4	13.4	14	58	41	1	39	61
WERZ	Ports NH	11.0	11.5	4	44	54	2	32	68
WPRO-F	Providence	8.4	15.0	14	51	45	4	42	58
WRVQ	Richmond	9.5	13.2	21	46	52	2	47	53
KGGI	River-SB	9.9	12.8	13	59	37	4	41	59
WXLK	Roanoke	11.0	11.5	16	43	52	5	45	55
WPXY A/F	Rochester	8.7	14.6	13	47	50	3	42	58
KSFM	Sacramento	7.3	17.3	11	54	44	2	42	58
WIOG	Sag-BC	9.8	12.8	17	50	46	4	41	59
WKBQ	St. Louis	8.1	15.5	14	68	31	1	34	66
KCPX-F	Salt Lake	5.2	24.2	7	57	43	0	33	67
KITY	San Antonio	8.2	15.4	8	63	36	1	45	55
KTFM	San Antonio	7.7	16.3	9	48	46	6	43	57
KKLQ A/F	San Diego	9.2	13.7	11	59	39	2	45	55
KFMB-F	San Diego	6.1	20.8	8	30	69	1	28	72
KMEL	SF	7.6	16.6	8	58	40	2	49	51
KXXX	SF	5.7	22.1	5	61	39	0	30	70
KITS	SF	6.0	21.1	7	48	52	0	49	51
KPLZ	Seattle	9.3	13.5	14	74	26	0	44	56
KUBE	Seattle	7.2	17.5	6	47	52	1	41	59
KZZU-F	Spokane	9.9	12.8	22	70	30	0	53	47
WNTQ	Syracuse	8.3	15.1	12	66	34	0	36	64
WRBQ A/F	Tampa	8.9	14.1	11	38	55	7	47	53
WMHE	Toledo	5.4	23.4	5	38	60	2	40	60
KRQQ	Tucson	10.5	12.0	20	63	35	2	41	59
KAYI	Tulsa	7.8	16.1	10	58	42	0	51	49
WAVA	Washington DC	6.4	19.6	5	56	43	1	44	56
WPGC	Washington DC	8.8	14.3	5	50	46	4	45	55
WRQX	Washington DC	6.4	19.7	6	53	47	0	27	73
KKRD	Wichita	10.3	12.3	23	53	46	1	41	59
WKRZ	WB/Scran	9.7	13.0	15	41	50	9	43	57
WSTW	Wilm DE	9.9	12.7	8	29	66	5	48	52
WHOT-F	Young	8.2	15.3	11	43	49	8	39	61

AOR/CLASSIC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		8.7	14.5	8.4	39.7	58.8	1.5	69.0	31.0
WPYX	Albany	8.0	15.8	7	33	64	3	59	41
KZRR	Albuquerque	9.3	13.4	5	26	74	0	67	33
WZZO	Allen-Beth	9.9	12.8	14	41	57	2	66	34
KWHL	Anch	10.1	12.5	12	47	53	0	72	28
WAPL	Apple-Osh	11.5	11.0	12	50	50	0	62	38
WKLS	Atlanta	9.0	13.9	7	46	53	1	69	31
KLBJ-F	Austin	9.7	12.9	9	47	51	2	78	22
WIYY	Baltimore	9.6	13.1	10	34	65	1	65	35
WZRR	Birm	10.5	12.0	17	31	68	1	65	35
WBCN	Boston	8.2	15.3	6	31	69	0	72	28
WZLX	Boston	6.7	18.7	8	30	70	0	72	28
WGR-F	Buffalo	11.5	7.4	10	43	54	3	71	29
WRFX	Charlotte	9.6	13.1	8	22	74	4	59	41
WCKG	Chicago	6.5	19.3	5	44	54	2	54	46
WLUP-F	Chicago	7.4	17.1	3	36	63	1	62	38
WXRT	Chicago	10.2	12.4	8	14	85	1	69	31
WEBN	Cincinnati	9.7	13.0	10	47	53	0	70	30
WMMS	Cleveland	8.4	14.9	7	34	65	1	62	38
WNCX	Cleveland	9.4	13.5	4	31	68	1	76	24
KILO	Colo Spg	10.6	11.9	7	55	45	0	71	29
WLVQ	Columbus OH	7.0	17.9	5	35	62	3	67	33
KTXQ	Dallas	7.0	18.0	2	34	66	0	71	29
KZEW	Dallas	6.1	20.6	1	47	53	0	77	23
WXLP	Daven RI	11.4	11.1	15	41	59	0	62	38
WTUE	Dayton	8.1	15.5	14	41	59	0	68	32
KBCO-F	Denver	10.8	11.7	6	15	83	2	62	38
KBPI	Denver	6.1	20.8	3	37	63	0	67	33
KAZY	Denver	7.3	17.3	7	53	47	0	74	26
KGGO	Des Moines	11.0	11.4	15	41	56	3	56	44
WLLZ	Detroit	6.5	19.3	3	45	52	3	62	38
WRIF	Detroit	5.7	22.3	2	40	59	1	70	30
WCSX	Detroit	6.9	18.4	2	25	73	2	62	38
KLAQ	El Paso	11.0	11.4	15	56	43	1	71	29
WXKE	Ft. Wayne	10.0	12.6	11	48	50	2	86	14
KKDJ	Fresno	9.6	13.1	7	36	64	0	68	32
WLAV-F	Grand Rapids	9.6	13.1	7	38	60	2	67	33
WKRR	Greens WS	12.2	10.3	16	45	53	2	58	42
WHCN	Hart	8.0	15.8	36	43	57	0	75	25
KZFX	Houston	7.9	16.0	6	22	78	0	62	38
KLOL	Houston	8.9	14.2	9	36	63	1	76	24
WFBQ	Indy	12.4	10.1	15	42	55	3	68	32
WFYV	Jkville	9.4	13.4	11	37	62	1	63	37
WRKR	Kalamazoo	10.9	11.5	16	34	62	4	74	26
KYYS	Kansas City	7.3	17.2	4	31	69	0	71	29
WIMZ A/F	Knoxville	9.5	13.3	10	48	51	1	65	35
KKLZ	LV	8.6	14.6	9	26	74	0	67	33
WKQQ	Lexington	10.1	12.4	8	48	51	1	69	31
WBAB	Long Island	8.8	14.4	6	34	64	2	78	22
KLOS	LA	8.5	14.9	5	25	74	1	69	31
KLSX	LA	6.2	20.4	2	22	78	0	66	34
KROQ	LA	7.7	16.3	9	57	41	2	63	37
WQMF	Louisville	8.4	14.9	11	35	65	0	80	20
WIBA-F	Madison	8.7	14.4	8	38	62	0	77	23
WEGR	Memphis	11.8	10.7	16	37	61	2	62	38
WGTR	Miami	6.6	19.1	3	35	63	2	66	34
WLZR A/F	Milwaukee	8.3	15.1	11	60	40	0	73	27
WKLH	Milwaukee	8.9	14.1	6	19	81	0	66	34
WQFM	Milwaukee	7.8	16.2	2	55	45	0	64	36
KQRS A/F	Minn-SP	8.3	15.1	6	38	59	3	77	23
KTCZ	Minn-SP	8.7	14.5	7	12	86	2	61	39

AOR/CLASSIC Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		8.7	14.5	8.4	39.7	58.8	1.5	69.0	31.0
KDJK	Modesto	10.5	12.0	9	40	60	0	82	18
WKDF	Nashville	8.3	15.2	7	48	52	0	66	34
WNEW-F	NY	8.1	15.6	6	33	65	2	65	35
WXRK	NY	6.9	18.3	4	26	70	4	72	28
WNOR A/F	Norfolk	8.8	14.3	8	45	55	0	78	22
WAFX	Norfolk	10.6	11.9	10	37	63	0	68	32
KATT	Oklahoma City	8.6	14.7	5	58	43	9	70	30
KEZO-F	Omaha	11.4	11.0	13	38	61	1	66	34
WDIZ	Orlando	8.9	14.2	4	45	52	3	74	26
WHTQ	Orlando	10.1	12.5	11	48	51	1	72	28
WWCT	Peoria	10.8	11.7	17	50	48	2	70	30
WMMR	Philadelphia	9.4	13.4	6	32	67	1	69	31
WYSP	Philadelphia	7.9	16.0	3	36	62	2	72	28
KDKB	Phoenix	7.2	17.4	6	24	76	0	65	35
KUPD	Phoenix	9.1	13.8	10	54	46	0	63	37
WDVE	Pittsburgh	9.8	12.8	8	53	47	0	66	34
WMYG	Pittsburgh	8.8	14.3	5	44	56	0	67	33
WBLM	Port M	10.5	12.0	10	46	54	0	68	32
KINK	Port O	8.8	14.4	7	7	89	4	51	49
KGON	Port O	9.2	13.7	10	34	64	2	84	16
WHEB-F	Ports NH	12.3	10.2	14	55	45	0	61	39
WHJY	Providence	8.8	14.4	9	46	53	3	73	27
WRDU	Raleigh	8.2	15.4	11	38	62	0	59	41
WRXL	Richmond	11.1	11.3	12	31	69	0	61	39
WROV-F	Roanoke	12.8	9.8	12	22	75	3	61	39
WCMF	Rochester	12.5	10.1	16	44	55	1	72	28
KRXQ	Sacramento	11.1	11.4	16	49	51	0	69	31
KZAP	Sacramento	9.1	13.9	7	22	78	0	71	29
WKQZ	Sag - BC	11.6	10.9	13	51	49	0	77	23
KSHE	St. Louis	9.6	13.1	8	48	52	0	67	33
KSD	St. Louis	8.4	15.0	6	29	69	2	65	35
KISS	San Antonio	7.9	15.9	4	42	52	6	70	30
KGB	San Diego	9.2	13.8	11	46	54	0	75	25
KRQR	SF	7.6	16.5	5	29	70	1	65	35
KFOG	SF	5.6	22.3	4	15	83	2	68	32
KOME	San Jose	8.1	15.6	5	29	69	2	71	29
KISW	Seattle	8.5	14.9	7	41	59	0	77	23
KXRX	Seattle	8.6	14.7	5	25	75	0	81	39
WAQX-F	Syracuse	7.6	16.7	4	41	59	0	68	32
WYNF	Tampa	9.9	12.8	9	37	62	1	72	28
WKRL	Tampa	6.9	18.2	5	16	84	0	60	40
WIOT	Toledo	10.7	11.8	15	46	54	0	72	28
KMOD	Tulsa	8.8	14.3	11	38	62	0	79	21
WOUR	Utica	10.5	12.0	13	36	63	1	69	31
WWDC-F	Washington DC	5.1	24.5	2	36	62	2	67	33
WCXR	Washington DC	6.6	19.2	3	23	76	1	64	36
KICT	Wichita	8.1	15.5	10	45	54	1	61	39
WEZX	WB/Scran	13.0	9.7	16	38	58	4	75	25
WAAF	Worc	10.3	12.3	14	57	41	2	59	41

AC/SOFT/OLDIES

National Mean:		7.9	15.6	6.8	15.2	74.8	10.0	40.4	59.6
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WKLI	Albany	8.1	15.5	10	29	66	5	21	79
KKOB-F	Albuquerque	7.7	16.3	5	25	66	9	35	65
WLEV	Allen-Beth	12.2	10.4	10	8	84	8	38	62
KEAG	Anch	8.6	14.7	6	14	86	0	57	43
WSB-F	Atlanta	8.1	15.5	6	15	80	5	37	63
WFOX	Atlanta	7.5	16.7	8	12	86	14	49	51
KKMJ	Austin	8.4	15.0	7	16	76	8	35	65
WWMX	Baltimore	8.8	14.4	8	17	74	9	35	65
WMJJ	Birm	9.0	14.1	13	20	72	8	38	62
WODS	Boston	8.2	15.4	7	13	78	9	52	48
WSSH-F	Boston	7.6	16.6	6	12	59	29	28	72
WMJX	Boston	7.4	17.0	4	26	65	9	34	66
WROR	Boston	5.0	25.2	5	18	73	9	36	64
WEBE	Bridge	9.8	12.8	6	15	85	0	34	66
WEZN	Bridge	11.8	10.7	11	3	44	53	59	41
WBUF	Buffalo	9.6	13.1	8	8	78	14	33	67
WLMX	Chatt	7.5	16.9	6	18	61	21	24	76
WLIT	Chicago	9.2	13.7	4	7	80	13	48	52
WJMK	Chicago	6.3	19.9	5	13	77	10	54	46
WKQX	Chicago	6.0	21.0	4	21	72	7	34	66
WTMX	Chicago	8.4	15.0	4	14	79	7	32	68
WFYR	Chicago	5.3	23.7	5	9	83	8	46	54
WWNK-F	Cincinnati	8.5	14.9	5	26	72	2	37	63
WRRM	Cincinnati	8.2	15.4	4	18	75	7	17	83
WLTF	Cleveland	9.0	14.0	7	21	75	4	31	69
WKJI	Cleveland	8.3	15.2	6	15	80	5	51	49
WSNY	Colum OH	8.4	15.1	6	21	73	6	34	66
KVIL A/F	Dallas	12.6	10.0	11	8	79	13	28	72
KLUV	Dallas	6.6	19.1	5	15	85	0	51	49
KQZY	Dallas	7.8	16.2	7	25	67	8	40	60
KZPS	Dallas	6.8	18.6	5	22	77	1	66	34
KMGC	Dallas	7.9	15.9	2	27	70	3	36	64
WWSN	Dayton	9.0	14.1	9	14	82	4	36	64
KXKL A/F	Denver	8.1	15.5	9	14	84	2	57	43
KXLT	Denver	9.3	13.6	5	21	76	3	40	60
KLYF	Des Moines	8.3	15.3	10	9	85	6	45	55
WNIC	Detroit	6.9	18.3	3	22	73	5	30	70
WOMC	Detroit	6.8	18.4	3	12	74	14	38	62
WLTI	Detroit	9.2	13.7	4	12	78	10	33	67
WKSG	Detroit	6.5	19.3	4	21	76	3	47	53
WXKC	Erie	9.0	14.1	11	16	76	8	34	66
WCRZ	Flint	12.0	10.5	10	16	82	2	43	57
WAJI	Ft. Wayne	12.1	10.4	12	8	88	4	42	58
KFSO	Fresno	8.1	15.6	7	6	91	3	64	36
WLHT	Grand Rapids	8.3	15.2	9	16	84	0	40	60
WMAG	Greens-WS	10.0	12.6	9	5	84	11	33	67
WFBC-F	Green SC	7.4	17.0	6	16	56	28	31	69
WMYI-F	Green SC	9.7	13.0	12	20	76	4	39	61
WIOF	Hart	9.4	13.4	5	19	67	14	30	70
WDRC-F	Hart	8.2	15.3	7	5	94	1	50	50
WAIV	Jkville	6.9	18.2	4	11	75	14	46	54
WIVY	Jkville	6.6	19.2	6	12	79	9	34	66
WTFM	JC-King	9.4	13.4	16	19	62	19	33	67
KUDL	Kansas City	8.1	15.5	8	13	81	6	39	61
KLSI	Kansas City	8.0	15.8	5	17	78	5	27	73
WMYU	Knox	6.7	18.7	12	9	80	11	43	57
WFMK	Lansing	8.9	14.2	4	22	76	2	40	60
KMZQ	LV	7.2	17.5	8	23	63	14	30	70
WALK A/F	Long Island	9.8	12.8	5	8	74	18	34	66
KOST	LA	8.3	15.2	5	23	67	10	36	64

AC/SOFT/OLDIES Continued

National Mean:		7.9	15.6	6.8	15.2	74.8	10.0	40.4	59.6
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
KBIG	LA	9.1	13.8	5	13	69	18	32	68
KRTH	LA	5.9	21.3	4	7	84	9	49	51
WVEZ	Louisville	9.3	13.6	12	6	71	23	43	57
WMGN	Madison	10.4	12.2	8	23	69	8	30	70
WRVR-F	Memphis	8.2	15.3	5	23	68	9	38	62
WMXJ	Miami	9.7	13.0	8	7	83	10	48	52
WAXY	Miami	7.4	17.1	4	25	62	13	38	62
WLVE	Miami	7.2	17.6	3	12	75	13	40	60
WJQY	Miami	10.0	12.7	9	14	71	15	31	69
WMYX	Milwaukee	9.3	13.6	6	26	69	5	24	76
WZTR	Milwaukee	8.4	14.9	8	12	84	4	58	42
KSTP-F	Minn-SP	9.4	13.4	7	11	75	14	36	64
KLXK	Minn-SP	5.7	22.0	1	12	86	2	47	53
WLAC-F	Nashville	8.2	15.4	6	25	73	2	32	68
WLTS	New Orleans	6.7	18.7	8	18	74	8	33	67
WCBS-F	NY	8.1	15.6	6	7	82	11	58	42
WLTW	NY	8.9	14.1	4	10	72	18	34	66
WNSR	NY	8.2	15.3	6	18	69	13	38	62
WLTY	Norfolk	6.7	18.8	7	19	73	8	47	53
WSTF	Orlando	9.6	13.2	11	21	67	12	38	62
WKSZ	Philadelphia	8.7	14.5	6	7	60	33	30	70
WMGK	Philadelphia	6.8	18.4	2	11	80	9	26	74
WOGL	Philadelphia	7.8	16.1	8	7	85	15	50	50
WSNI	Philadelphia	6.8	18.4	4	13	78	9	43	57
KKLT	Phoenix	8.8	14.3	8	17	77	6	33	67
KOOL-F	Phoenix	8.4	15.0	8	9	89	2	60	40
WLTJ	Pittsburgh	10.2	12.4	6	9	83	8	28	72
WWSW	Pittsburgh	8.0	15.7	10	12	80	8	48	52
KKCW	Port O	8.0	15.7	12	13	80	7	42	58
WWLI	Providence	11.8	10.7	10	5	81	14	40	60
WRAL	Raleigh	7.9	15.9	10	14	73	13	33	67
WSLQ	Roanoke	7.2	17.6	2	18	79	3	44	56
WVOR	Roch	8.2	15.3	7	12	80	8	38	62
KXOA-F	Sacramento	8.8	14.4	11	17	78	5	35	65
WHNN	Sag-BC	7.9	15.9	5	15	77	8	41	59
KMMX	San Antonio	10.0	12.6	10	15	83	2	41	59
KYXY	San Diego	8.9	14.1	6	7	82	11	33	67
KCBQ A/F	San Diego	6.1	20.6	5	9	90	1	62	38
KOIT A/F	SF	7.8	16.2	3	15	69	16	38	62
KI[illegible]I-F	SF	5.6	22.6	9	22	75	3	40	60
KYA-F	SF	5.0	25.4	3	8	88	4	53	47
KARA	San Jose	6.8	18.6	8	21	78	1	41	59
KEZR	San Jose	6.2	20.2	2	24	76	0	37	63
KBSG A/F	Seattle	6.8	18.5	6	16	83	1	54	46
KLSY A/F	Seattle	6.5	19.4	3	45	53	2	38	62
WHYN-F	Spg MA	7.8	16.1	8	25	63	12	34	66
WYYY	Syracuse	9.3	13.5	9	22	75	3	39	61
WWRM	Tampa	9.6	13.2	13	9	46	45	41	59
WUSA	Tampa	11.6	10.9	12	7	73	20	43	57
WNLT	Tampa	8.7	14.6	5	24	76	0	33	67
WXTR	Washington DC	6.7	18.7	6	15	78	7	49	51
WLTT	Washington DC	6.8	18.6	4	8	89	3	35	65
WASH	Washington DC	6.7	18.7	5	19	75	6	43	57
WRMF	W. Palm	11.2	11.3	12	12	64	24	38	62
WMGS	WB/Scran	10.1	12.5	7	16	73	11	45	55
WJBR-F	Wilm DE	9.4	13.3	7	21	63	16	30	70
WARM	York	11.0	11.5	6	9	85	6	38	62

BTFL/EZ

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		10.9	11.6	14.6	4.2	42.8	53.0	39.0	61.0
WROW-F	Albany	13.0	9.7	17	6	33	61	37	63
WFMZ	Allen	13.2	9.5	23	2	42	56	35	65
WPCH	Atlanta	3.1	12.3	13	6	56	38	45	55
WLIF	Baltimore	10.9	11.5	15	7	40	53	33	67
WJIB	Boston	9.6	13.1	13	4	36	60	37	63
WJYE	Buffalo	9.4	13.5	10	9	51	40	37	63
WHBC-F	Canton	11.4	11.0	20	1	42	57	38	62
WDEF-F	Chatt	9.7	12.6	15	3	43	54	34	66
WXEZ A/F	Chicago	9.1	13.8	5	2	56	42	42	58
WWEZ	Cincinnati	11.3	11.1	15	3	45	52	35	65
WQAL	Cleveland	9.3	13.5	13	4	39	57	35	65
KMEZ	Dallas	11.0	11.5	12	2	44	54	44	56
WWLV	Daytona	15.8	8.0	34	0	21	79	43	57
KOSI	Denver	10.7	11.8	10	5	46	49	38	62
WJOI	Detroit	9.2	13.7	8	3	36	61	38	62
WEZV	Ft. Wayne	7.8	16.1	7	8	48	44	52	48
WOOD-F	Grand Rapids	9.5	13.2	10	1	36	63	36	64
WRCH	Hart	10.2	12.4	7	1	65	34	44	56
KUMU A/F	Hono	10.4	12.1	14	4	56	40	43	57
KODA	Houston	8.4	15.0	6	10	60	30	40	60
WXTZ	Indy	3.9	32.7	7	6	42	52	53	47
WQLR	Kalamazoo	10.3	12.2	9	5	47	48	32	68
KMBR	Kansas City	9.4	13.4	9	8	49	43	39	61
WEZK	Knox	11.4	11.1	14	5	51	44	35	65
WNCE	Lanc	10.7	11.7	16	0	32	68	40	60
KXTZ	LV	13.9	9.1	29	1	30	69	39	61
KEZQ-F	Little Rock	11.3	11.2	17	5	43	52	35	65
KJOI	LA	7.7	16.3	8	1	46	53	39	61
WZID	Manchester	15.1	8.4	15	9	46	45	40	60
WLYF	Miami	12.0	10.5	17	2	34	64	41	59
WEZW	Milwaukee	9.9	12.8	11	8	44	48	41	59
KBEE	Modesto	10.7	11.8	20	2	30	68	40	60
WZEZ	Nashville	7.9	16.0	14	3	54	43	30	70
WPAT A/F	NY	10.7	11.7	9	0	28	72	44	56
WFOG	Norfolk	12.8	9.9	18	5	38	57	38	62
KKNG	Oklahoma City	10.6	11.9	11	8	46	46	48	52
KESY	Omaha	11.5	11.0	11	4	48	48	23	77
WSSP	Orlando	10.2	12.4	21	7	40	53	42	58
WMEZ	Pensacola	11.3	11.1	12	10	40	50	29	71
WSWT	Peoria	14.1	8.9	17	5	50	45	30	70
WEAZ	Philadelphia	8.6	14.7	8	15	49	36	32	68
KMEO-A	Phoenix	10.3	12.2	21	5	35	60	39	61
WSHH	Pittsburgh	12.6	10.0	12	3	37	60	37	63
KXL-F	Port O	11.3	11.2	23	2	38	60	36	64
WLKW	Providence	12.0	10.5	14	1	26	73	28	72
WTVR-F	Richmond	11.0	11.5	11	0	41	59	38	62
KDUO	River-SB	13.6	9.30	19	6	34	60	44	56
KCTC	Sacramento	11.6	10.8	16	1	31	68	36	64
WGER	Sag-BC	10.4	12.1	8	0	71	29	29	71
KEZK	St. Louis	13.0	9.7	13	3	40	57	42	58
KSFI	Salt Lake	11.3	11.2	12	8	55	37	38	62
KQXT	San Antonio	9.3	13.6	6	6	35	59	35	65
KJQY	San Diego	13.1	9.6	13	2	29	69	37	63
KABL A/F	SF	8.8	14.3	11	2	40	58	34	66
KBAY	San Jose	10.6	11.9	10	3	46	51	46	54
KBRD	Seattle	9.8	10.9	16	4	37	59	42	58
KBEZ	Tulsa	12.1	10.4	19	3	52	45	46	54
WGAY	Washington DC	10.4	12.1	15	2	46	52	37	63
WEAT A/F	W. Palm	15.2	8.3	27	2	17	81	35	65
WSRS	Worc	10.4	12.1	10	7	57	36	38	62
WKBN-F	Young	8.6	14.6	10	5	59	36	40	60

MOR/VARIETY

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		8.5	14.9	10.7	2.8	42.7	54.5	45.7	54.3
WAKR	Akron	7.4	16.9	14	7	45	48	38	62
WGY	Albany	9.6	13.1	10	5	48	47	35	65
KKOB	Albuquerque	9.6	13.2	14	6	50	44	52	48
WHBY	Apple-Osh	6.8	18.5	12	0	37	63	54	46
WSB	Atlanta	7.7	16.3	12	1	45	54	50	50
WBZ	Boston	8.8	14.3	9	2	42	66	36	64
WICC	Bridge	8.4	14.9	13	3	48	49	40	60
WBEN	Buffalo	7.4	16.9	10	6	42	52	46	54
WHBC	Canton	8.8	14.2	11	0	35	65	40	60
WBT	Charlotte	10.5	11.9	9	0	46	54	45	55
WGN	Chicago	10.2	12.3	10	2	38	60	45	55
WKRC	Cincinnati	6.5	19.3	6	5	48	47	43	57
WLW	Cincinnati	7.7	16.5	8	3	56	41	67	33
WTVN	Colum OH	11.8	10.7	16	5	51	44	46	54
WHO	Des Moines	10.4	12.1	14	5	37	58	46	54
WJR	Detroit	8.8	14.3	8	3	50	47	48	52
WOWO	Ft. Wayne	7.1	17.7	7	2	51	47	54	46
WOOD	Grand Rapids	9.5	13.2	6	2	32	66	53	47
WHP	Harrisburg	7.7	16.3	18	0	30	70	50	50
WTIC	Hart	12.1	10.4	19	0	25	75	41	59
KSSK	Hono	11.9	12.4	13	6	74	20	46	54
WIBC	Indy	13.3	9.5	17	2	38	60	34	66
WKZO	Kalamazoo	6.2	20.2	10	0	38	62	41	59
KMBZ	Kansas City	5.9	21.2	6	7	46	47	48	52
WVLK	Lexington	8.7	14.5	10	3	58	39	58	42
WHAS	Louisville	10.9	11.6	13	0	44	56	44	56
WIBA	Madison	9.7	13.0	10	2	35	63	55	45
WTMJ	Milwaukee	8.8	14.3	8	3	36	61	46	54
WCCO	Minn-SP	9.8	12.9	13	3	42	55	51	49
WELI	New Haven	9.1	13.9	11	0	39	61	38	62
KFAB	Omaha	9.0	14.1	16	3	49	48	49	51
WDBO	Orlando	7.9	15.9	8	1	40	59	52	48
WMBD	Peoria	9.7	13.0	9	2	33	65	29	71
KDKA	Pittsburgh	9.2	13.7	11	2	39	59	45	55
KEX	Port O	9.1	13.8	8	2	59	39	49	51
WPTF	Raleigh	8.2	15.3	10	2	41	57	39	61
WRVA	Richmond	9.7	13.0	20	4	43	53	39	61
WHAM	Roch	8.2	15.4	12	3	42	55	50	50
WSGW	Sag-BC	10.9	11.6	10	1	38	61	42	58
KSL	Salt Lake	7.0	18.1	10	4	49	47	58	42
KFMB	San Diego	7.7	16.1	9	2	61	37	56	44
KNBR	SF	5.9	21.4	4	11	56	33	56	44
KOMO	Seattle	6.3	19.9	9	5	44	51	46	54
WSYR	Syracuse	8.0	15.7	9	1	37	62	44	56
WSPD	Toledo	7.6	16.5	10	0	24	76	31	69
KRMG	Tulsa	9.1	13.8	11	6	55	39	49	51
WMAL	Washington DC	6.9	18.3	7	3	39	58	48	52
WARM	WB/Scranton	7.6	16.7	9	2	36	62	44	56
WDEL	Wilm DE	10.0	12.6	13	0	36	64	38	62
WTAG	Worc	8.5	14.9	10	2	28	70	42	58
WSBA	York	10.7	11.8	15	2	34	66	37	63
WKBN	Young	8.9	14.1	6	6	33	61	43	57

COUNTRY

National Mean:		10.6	11.9	17.7	12.5	62.8	24.7	48.4	51.6
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
KRST	Albuquerque	11.8	10.6	14	17	71	12	55	45
WKHX	Atlanta	9.1	13.8	13	15	72	13	45	55
WYAY	Atlanta	7.8	16.2	11	14	70	16	51	49
KASE	Austin	12.6	10.0	23	17	64	19	51	49
KUZZ A/F	Bakers	12.7	9.9	21	14	61	25	53	47
WPOC	Baltimore	10.3	12.3	16	11	57	32	59	41
WYNK A/F	Baton Rouge	8.3	15.2	13	18	58	24	47	53
WZZK A/F	Birm	11.2	11.3	27	9	60	31	49	51
WYRK	Buffalo	11.9	10.6	20	8	60	22	54	46
WSOC-F	Charlotte	11.6	10.9	23	10	58	32	49	51
WLVK	Charlotte	7.4	17.1	11	22	57	21	41	59
WUSY	Chatt	9.5	13.2	19	8	72	20	49	51
WUSN	Chicago	9.4	13.4	11	9	62	29	43	57
WUBE	Cincinnati	10.5	12.0	26	7	55	38	46	54
WGAR-F	Cleveland	9.2	13.7	13	4	65	31	43	57
KKCS A/F	Colo Spg	11.6	10.9	28	18	71	11	49	51
WCOS-F	Colum SC	12.3	10.3	20	17	53	30	54	46
KOUL	Corpus C	11.9	10.6	18	14	71	15	43	57
KSCS	Dallas	9.4	13.4	10	21	59	20	50	50
KPLX	Dallas	8.6	14.6	8	24	56	20	40	60
WBAP	Dallas	7.4	17.1	12	2	54	44	61	39
WLLR	Daven RI	14.3	8.8	25	14	62	24	52	48
WHKO	Dayton	9.4	12.7	15	11	60	29	42	58
KYGO-F	Denver	9.9	12.8	12	12	70	18	51	49
KJJY A/F	Des Moines	10.9	11.6	19	18	61	21	41	59
WWWW	Detroit	8.9	14.1	13	8	62	30	46	54
KHEY-F	El Paso	11.2	11.2	14	21	66	13	48	52
KUGN-F	Eugene	11.8	10.7	20	8	70	22	47	53
KFRE-F	Fresno	9.3	13.5	15	3	54	43	45	55
WCUZ-F	Grand Rapids	10.5	12.0	19	9	70	21	54	46
WTQR	Greens-WS	13.4	9.4	22	7	64	29	54	46
WESC-F	Green SC	11.4	11.0	15	8	54	38	45	55
WRKZ	Harris	12.0	10.5	28	8	71	21	53	47
KDEO	Hono	9.0	14.1	16	22	71	7	46	54
KIKK-F	Houston	8.8	14.3	13	21	59	20	45	55
KILT-F	Houston	9.1	13.8	12	16	69	15	48	52
WTCR A/F	Hunt WV	12.3	10.2	24	8	69	23	41	59
WDRM	Hunts AL	14.6	8.6	26	14	67	19	46	54
WBHP	Hunts AL	9.5	13.2	10	4	58	38	65	35
WFMS	Indy	13.1	9.6	26	13	67	20	49	51
WMSI	Jackson MS	10.2	12.3	27	17	60	23	54	46
WQIK-F	Jkville	10.7	11.8	22	11	62	27	50	50
WXBQ	JC-King	10.6	11.9	20	14	67	19	42	58
WDAF	Kansas City	9.5	13.2	19	3	61	36	49	81
KFKF-F	Kansas City	10.9	11.6	11	25	53	22	41	59
WIVK A/F	Knox	15.3	8.2	30	13	55	32	49	51
WITL	Lansing	13.6	9.3	29	14	64	22	39	61
KFMS A/F	LV	12.5	10.1	21	4	78	18	51	49
WVLK-F	Lexington	11.7	10.8	26	6	66	28	48	52
KSSN	Little Rock	11.5	11.0	25	15	61	24	48	52
KZLA	LA	8.6	14.7	9	5	75	20	59	41
WAMZ	Louisville	12.4	10.1	22	16	66	18	54	46
KLLL-F	Lubbock	14.4	8.8	22	17	70	13	53	47
KTXF	McAllen	12.3	10.3	24	26	57	17	38	62
WGKX	Memphis	11.2	11.3	31	14	53	33	54	46
WKIS	Miami	10.7	11.8	19	2	60	38	49	51
WMIL	Milwaukee	8.6	14.7	12	7	65	28	50	50
KEEY	Minn-SP	11.4	11.0	10	16	64	20	42	58
WKSJ-F	Mobile	12.1	10.4	23	6	55	39	50	50
KMIX-F	Modesto	9.4	13.4	14	16	65	19	50	50

COUNTRY Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		10.6	11.9	17.7	12.5	62.8	24.7	48.4	51.6
WLWI	Mont AL	11.2	11.3	22	10	62	28	47	53
WSM-F	Nash	9.8	12.9	17	10	62	28	44	56
WSIX-F	Nash	13.5	9.3	17	9	71	20	51	49
WYNY	NY	10.2	12.4	8	6	64	30	46	54
WCMS A/F	Norfolk	12.6	10.0	21	14	52	34	63	37
KXXY A/F	Oklahoma City	11.4	11.1	15	15	65	20	50	50
WOW-F	Omaha	10.3	12.3	13	12	71	7	52	48
WWKA	Orlando	12.2	10.3	18	6	55	39	49	51
WOWW	Pensa	10.7	11.8	21	18	57	25	45	55
WXTU	Philadelphia	11.0	11.4	11	11	58	31	49	51
KNIX A/F	Phoenix	10.5	12.0	21	10	64	26	43	57
WDSY	Pittsburgh	9.8	12.8	14	6	75	19	56	44
WPOR A/F	Port M	12.0	10.5	20	2	52	44	47	53
KUPL-F	Port O	9.4	13.4	16	9	62	29	47	53
WOKQ	Ports NH	10.4	12.1	17	6	47	47	49	51
WQDR	Raleigh	10.7	11.8	13	19	66	15	37	63
WYYD	Roanoke	13.0	9.7	20	9	64	27	44	56
WBEE	Roch	12.2	10.4	21	8	60	32	50	50
KRAK-F	Sacramento	10.7	11.8	16	8	63	29	51	49
WKCQ	Sag-BC	12.7	9.9	9	11	66	23	46	54
WIL-F	St. Louis	9.7	13.0	15	12	68	30	48	52
KKAT	Salt Lake	10.5	12.0	11	25	66	9	48	52
KCYY	San Antonio	12.1	10.4	15	24	68	8	42	58
KAJA	San Antonio	7.8	16.0	9	19	62	19	40	60
KSON A/F	San Diego	9.9	12.7	17	12	62	26	55	45
KSAN	SF	7.4	17.0	8	12	70	18	48	52
KMPS A/F	Seattle	9.7	12.9	15	10	70	20	44	56
KRPM A/F	Seattle	8.7	14.5	14	26	60	14	55	45
KRMD A/F	Shreve	14.3	8.8	25	19	55	26	50	50
KDRK	Spokane	9.9	12.8	13	21	64	15	36	64
WQYK A/F	Tampa	13.6	9.3	25	6	58	36	46	54
WKKO	Toledo	10.9	11.5	19	5	71	24	49	51
KIIM	Tucson	10.6	11.8	14	9	63	28	47	53
KVOO	Tulsa	6.9	18.2	6	16	40	44	37	63
KWEN-F	Tulsa	9.6	13.2	15	14	80	6	51	49
WMZQ A/F	Washington DC	9.8	12.9	15	10	68	22	50	50
WIRK	W. Palm	11.3	11.1	27	9	54	37	55	45
KFDI-F	Wichita	10.5	12.0	19	2	69	29	53	47
KZSN	Wichita	11.1	11.4	16	26	53	21	46	54
WQXK	Youngs	12.1	10.4	24	5	49	46	62	38

NEWS/TALK

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		7.7	16.3	7.5	2.8	41.6	55.6	50.6	49.4
WNIR-F	Akron	13.2	9.5	14	1	44	55	45	55
WGST	Atlanta	7.3	17.3	3	3	66	31	63	37
WBAL	Baltimore	9.2	13.6	10	2	34	64	50	50
WERC	Birm	8.2	15.4	14	0	48	52	48	52
WRKO	Boston	11.0	11.5	6	3	32	65	44	56
WEEI	Boston	6.9	18.4	5	2	37	61	57	43
WHDH	Boston	7.3	17.4	6	1	44	55	46	54
WBBM	Chicago	6.2	20.2	6	4	38	58	56	44
WMAQ	Chicago	4.7	27.1	5	0	36	64	52	48
WLUP-A	Chicago	11.1	11.3	3	19	78	3	76	24
WCKY	Cincinnati	8.8	14.4	6	0	25	75	41	59
WWWE	Cleveland	6.1	20.6	4	7	42	51	63	37
KRLD	Dallas	6.3	19.9	11	5	50	45	61	39
KLIF	Dallas	9.6	13.2	6	5	61	34	53	47
WHIO	Dayton	9.7	12.9	15	1	37	62	36	64

NEWS/TALK Continued

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		7.7	16.3	7.5	2.8	41.6	55.6	50.6	49.4
KOA	Denver	6.9	18.3	5	4	51	45	52	48
WWJ	Detroit	7.3	17.3	8	3	36	61	54	46
WXYT	Detroit	8.2	15.4	3	1	43	66	47	53
KMJ	Fresno	10.5	12.0	16	2	41	57	51	49
KTRH	Houston	6.9	18.2	7	0	42	58	58	42
KPRC	Houston	6.3	19.9	4	4	44	52	64	36
KCMO	Kansas City	7.0	18.0	8	4	45	51	56	44
KABC	LA	9.6	13.1	8	2	44	54	46	54
KNX	LA	5.8	21.8	5	4	47	49	56	44
KFWB	LA	4.8	26.0	10	0	39	61	53	47
WIOD	Miami	8.1	15.5	6	4	50	46	53	47
WNWS	Miami	9.0	14.0	9	1	19	80	43	57
WINZ	Miami	7.5	16.8	7	0	20	80	47	53
WISN	Milwaukee	7.9	15.9	2	0	35	65	44	56
WWL	New Orleans	6.4	19.6	6	1	39	60	54	46
WABC	NY	8.8	14.4	4	5	36	59	47	53
WCBS	NY	6.2	20.4	8	2	34	64	44	56
WINS	NY	5.6	22.6	7	5	48	47	49	51
WOR	NY	10.7	11.8	7	0	23	77	31	69
KTOK	Oklahoma City	8.4	15.1	14	3	38	59	42	58
KYW	Philadelphia	5.3	23.8	6	3	42	55	46	54
WCAU	Philadelphia	7.2	17.4	4	3	36	61	39	61
KTAR	Phoenix	8.7	14.5	8	1	37	62	54	46
WTAE	Pittsburgh	8.8	14.3	3	1	36	63	53	47
KXL	Port O	8.8	14.2	8	6	27	67	42	58
KOH	Reno	7.4	17.1	8	5	42	53	55	45
KFBK	Sacramento	8.9	14.1	9	3	50	47	55	45
KMOX	St. Louis	11.4	11.1	15	3	38	59	46	54
WOAI	San Antonio	8.7	14.5	11	0	34	66	49	51
KSDO	San Diego	9.2	13.7	10	1	45	54	50	50
KGO	SF	8.6	14.6	8	2	43	55	48	52
KCBS	SF	6.4	19.8	5	4	52	44	54	46
KIRO	Seattle	6.8	18.4	8	3	56	41	60	40
WFLA	Tampa	9.1	13.8	7	5	40	55	57	43
WTOP	Washington	5.1	24.7	7	1	60	39	56	44
WWRC	Washington DC	9.2	13.6	4	1	50	49	45	55
WJNO	W. Palm	10.4	12.2	11	1	27	72	38	62

BLACK/URBAN

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		11.1	11.4	14.6	42.0	52.9	5.1	44.4	55.6
WVEE	Atlanta	15.0	8.4	35	39	59	2	54	46
WXYV	Baltimore	13.0	9.7	17	45	50	5	43	57
KQXL	Baton Rouge	12.0	10.5	12	52	46	2	42	58
KHYS	Beaumont	18.5	6.8	26	38	51	11	49	51
WENN	Birm	14.4	8.7	17	39	48	13	40	60
WPEG	Charlotte	13.3	9.5	27	46	49	5	45	55
WGCI-F	Chicago	11.3	11.2	13	46	51	3	41	59
WVAZ	Chicago	11.3	11.2	8	20	76	4	38	62
WBLZ	Cincinnati	8.5	14.8	8	44	55	1	34	66
WZAK	Cleveland	12.4	10.2	18	46	52	2	43	57
WWDM	Colum SC	15.5	8.1	26	40	53	7	56	44
KKDA-F	Dallas	10.9	11.6	13	44	51	5	49	51
KJMZ-F	Dallas	7.7	16.3	7	71	26	3	38	62
WJLB	Detroit	12.5	10.1	13	47	49	4	41	59
WDZZ	Flint	13.5	9.3	26	33	62	5	47	53

BLACK/URBAN

National Mean:		11.1	11.4	14.6	42.0	52.9	5.1	44.4	55.6
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WQMG	Greens-WS	10.2	12.4	4	41	49	10	59	41
WLWZ	Green SC	13.9	9.0	35	43	57	0	42	58
WIKS	Green NC	15.0	8.3	29	44	51	5	51	49
KMJQ	Houston	12.7	10.0	14	32	63	5	54	46
WTLC	Indy	14.2	8.9	20	27	57	16	50	50
WJMI	Jackson MS	12.4	10.2	14	55	42	3	50	50
KJLH	LA	9.1	13.9	5	34	63	3	54	46
WHRK	Memphis	13.4	9.0	15	54	44	2	50	50
KRNB	Memphis	5.8	21.6	2	51	47	2	45	55
WEDR	Miami	10.5	12.0	8	39	57	4	49	51
WBLX	Mobile	14.4	8.8	21	40	54	6	37	63
WQQK	Nashville	12.3	10.2	10	36	63	1	31	69
WQUE A/F	New Orleans	9.6	13.1	7	47	49	4	40	60
WYLD-F	New Orleans	16.8	7.5	20	38	56	6	50	50
WRKS	NY	8.9	14.1	10	54	42	4	40	60
WBLS	NY	9.6	13.1	5	23	69	8	49	51
WOWI	Norfolk	9.0	14.1	10	34	57	9	50	50
WJHM	Orlando	13.1	9.6	22	50	48	2	32	68
WUSL	Philadelphia	11.0	11.5	13	53	42	5	35	65
WDAS-F	Philadelphia	9.7	13.0	5	21	74	5	49	51
WAMO-F	Pittsburgh	11.1	11.3	18	47	45	8	33	67
WFXC	Raleigh	9.4	13.4	11	47	43	10	44	56
WCDX	Richmond	14.1	8.9	21	43	55	2	39	61
KMJM	St. Louis	13.3	9.5	21	46	47	7	35	65
KSOL	SF	7.0	18.0	5	52	47	1	31	69
KDKS	Shreveport	11.4	11.0	16	53	44	3	47	53
WHUR	Washington DC	6.5	19.3	3	20	70	10	51	49
WDJY	Washington DC	5.6	22.5	7	44	51	5	51	49
WKYS	Washington DC	9.1	13.8	4	31	63	6	47	53

NOSTALGIA

National Mean:		10.0	12.5	12.6	0.8	17.8	81.4	43.2	56.8
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WITH	Baltimore	7.4	17.1	4	0	5	95	55	45
WECK	Buffalo	9.9	12.7	12	0	6	94	36	64
WJJD	Chicago	10.9	11.5	8	2	18	80	46	54
WRMR	Cleveland	11.3	11.2	10	0	19	81	45	55
KEZW	Denver	10.5	12.0	18	0	13	87	42	58
CKLW	Detroit	8.0	15.7	4	1	22	77	37	63
WEYZ	Erie	12.9	9.8	19	0	25	75	44	56
KQUE	Houston	9.2	13.7	12	2	45	53	42	58
KJLA	Kansas City	7.7	16.3	15	0	10	90	53	47
WHLI	Long Island	16.4	7.7	5	0	17	83	48	52
KMPC	LA	6.7	18.7	7	3	31	66	52	48
WOKY	Milwaukee	10.7	11.8	13	2	30	68	45	55
WAVZ	New Haven	9.0	14.0	18	0	8	92	44	56
WBYU	New Orleans	11.3	11.2	13	2	19	79	42	58
WNEW	NY	9.0	14.0	5	1	30	69	49	51
WPEN	Philadelphia	12.4	10.2	15	0	17	73	38	62
KOY	Phoenix	9.9	12.7	12	0	32	68	39	61
WJAS	Pittsburgh	9.8	12.9	10	0	21	79	41	59
WYNZ	Port M	11.5	11.0	26	5	10	85	47	53
KFRC	SF	7.8	16.1	6	1	20	79	38	62
KIXI	Seattle	8.9	14.1	15	0	25	75	37	63
WMAS	Spg MA	14.5	8.7	23	0	8	92	31	69
WGUL A/F	Tampa	11.5	11.0	16	0	3	97	51	49
WDAE	Tampa	9.5	13.3	11	0	4	96	42	58
WNAK	WB/Scran	22.1	5.7	19	0	6	94	35	65

RELIGION/GOSPEL

National Mean:		8.3	15.2	12.5	8.5	53.4	38.1	31.9	68.1
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
WBGR	Baltimore	11.1	11.4	7	10	42	48	26	74
WDJC	Birm	8.5	14.8	19	6	66	28	34	66
WROL	Boston	8.0	15.7	4	3	47	50	18	82
KHVN	Dallas	10.2	12.3	21	15	61	24	20	80
KLTY	Dallas	10.3	12.2	13	25	75	0	36	64
WMUZ	Detroit	5.9	21.2	11	18	61	21	41	59
WFUR-F	Grand Rapids	4.6	27.2	7	12	24	64	41	59
WEMM	Hunt, WV	5.0	25.5	15	0	18	82	18	82
WDAC	Lanc	12.5	10.0	21	6	48	46	40	60
WJMM	Lexington	10.5	12.0	19	0	94	6	50	50
WLOK	Memphis	8.8	14.3	11	4	54	42	22	78
WBOK	New Orleans	11.8	8.2	29	2	37	61	42	58
WWRL	NY	12.0	10.5	11	10	55	35	30	70
WFME	NY	10.3	12.3	6	3	53	44	17	83
WNAP	Philadephia	14.4	8.7	14	14	70	16	23	77
WPIT-F	Pittsburgh	5.3	23.7	7	3	56	41	35	65
KPDQ-F	Port O	7.3	17.3	10	10	55	35	21	79
KFAX	SF	7.0	18.0	3	4	44	52	50	50
KCMS-F	Seattle	7.5	16.8	13	22	75	3	47	53
WYCB	Washington	10.3	12.2	9	2	33	65	27	73

HISPANIC

National Mean:		11.3	11.1	14.0	13.9	58.5	27.6	40.5	59.5
		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
KXKS	Albuquerque	24.6	5.1	14	12	59	29	45	55
WOJO	Chicago	9.5	13.3	14	32	63	5	54	46
WIND	Chicago	11.8	10.7	13	24	61	15	33	67
KUNO	Corpus C	12.7	9.9	24	3	36	61	39	61
KESS	Dallas	13.3	9.5	21	17	40	43	46	54
KBNA A/F	El Paso	8.8	14.3	8	23	61	16	36	64
KAMA	El Paso	12.3	10.2	14	6	69	25	48	52
KLAT	Houston	8.4	15.1	7	15	61	24	45	55
KXYZ	Houston	9.1	13.9	9	13	82	5	47	53
KLVE	LA	10.6	11.9	11	31	65	4	48	52
KTNQ	LA	12.6	10.0	15	23	58	19	53	47
KWKW	LA	14.7	8.6	20	15	78	7	45	55
KSKQ-F	LA	7.8	16.1	7	22	68	10	42	58
KGBT	McAllen	11.1	11.3	21	9	50	41	48	52
KIWW-F	McAllen	7.7	16.4	9	20	69	11	42	58
KBOR A/F	McAllen	9.8	12.8	8	21	45	34	42	58
WAQI	Miami	13.2	9.5	12	1	37	62	48	52
WQBA	Miami	14.1	8.9	11	2	25	72	34	66
WCMQ-F	Miami	10.6	11.9	11	7	70	23	35	65
WADO	NY	14.4	8.7	17	1	57	42	21	79
WSKQ-F	NY	12.0	10.5	15	11	83	6	53	47
WJIT	NY	13.7	9.2	14	8	59	33	28	72
KCOR	San Antonio	16.0	7.9	27	4	49	47	30	70

CLASSICAL

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		7.5	16.7	5.6	3.2	53.2	43.6	49.2	50.8
KLEF	Anch	12.6	10.0	5	10	78	12	45	55
WCRB	Boston	7.2	17.5	6	4	52	44	54	46
WFMT	Chicago	5.2	24.0	5	3	49	48	50	50
WNIB	Chicago	8.0	15.7	2	1	55	44	53	47
WCLV	Cleveland	8.4	15.0	7	3	34	63	36	64
WRR	Dallas	7.0	18.1	7	4	48	48	43	57
KVOD	Denver	7.9	15.9	5	1	63	36	43	57
WQRS	Detroit	7.8	16.2	5	2	40	58	46	54
WTMI	Miami	8.7	14.5	12	3	41	56	52	48
WQXR	NY	7.1	17.8	5	2	45	53	55	45
WNCN	NY	6.8	18.6	4	3	60	37	51	49
WFLN	Philadelphia	8.4	15.0	4	0	49	51	58	42
KFSD	San Diego	8.8	14.3	10	4	51	45	46	54
KKHI A/F	SF	6.3	20.0	2	2	52	46	41	59
KDFC A/F	SF	7.1	17.7	5	9	64	27	52	48
KING-F	Seattle	8.6	14.6	7	2	65	33	65	35
WGMS A/F	Washington DC	6.4	19.7	4	2	58	40	47	53

JAZZ/NAC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
National Mean:		7.2	17.5	4.8	6.0	85.4	8.6	57.3	42.7
KLSK	Alb/SF	6.7	18.7	4	0	89	11	71	29
KNIK	Anch	6.7	18.9	0	0	78	22	56	44
WNUA	Chicago	7.6	16.5	5	8	86	6	66	34
WRBZ	Cincinnati	3.9	32.6	3	0	89	11	63	37
KOAI	Dallas	7.8	16.1	4	8	92	0	63	37
KHIH	Denver	6.6	19.0	4	6	90	4	54	46
WJZZ	Detroit	8.4	15.1	5	8	80	12	55	45
KTWV	LA	7.6	16.6	5	4	81	15	55	45
KKGO	LA	6.1	20.6	5	5	54	41	46	54
WXDJ	Miami	12.6	10.0	7	9	88	3	64	36
WBZN A/F	Milwaukee	8.9	14.1	3	13	84	3	54	46
WQCD	NY	8.3	15.1	6	4	87	9	57	43
WLOQ	Orlando	8.8	14.3	4	2	93	5	63	37
KGRX	Phoenix	5.1	24.5	4	5	95	0	76	24
KQPT	Sacramento	7.7	16.3	9	10	84	6	46	54
KIFM	San Diego	8.9	14.2	7	8	84	8	59	41
KKSF	SF	8.9	14.2	3	5	91	4	57	43
KBLX	SF	7.1	17.9	4	12	84	4	41	59
KNVA	Seattle	6.8	18.7	7	3	89	8	51	49
WHVE	Tampa	7.5	16.7	7	4	90	6	49	51

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definition pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-term subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain and Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The ARP is the Average Person Rating. The ARP indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The ARP is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro, but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" is a bit complex, but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro

2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+

3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicated the percentage of total radio listening earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Below the Line" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

Est. 1989 Revenue: $14,500,000
HH Income: $25,700
Retail $: 3.5 Bil
Pop Per Station: 25,600
#1 Biller: WAAA $2,000,000

The revenue estimates are based upon calculations made in the 1990 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is $25,700.

Total retail sales in the market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October, 1989.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1988 gross revenue. This data is extracted from the 1989 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 89	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 CON-VERSION	BIRCH SHARE	BURCH AQH	BIRCH CUME
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	16.3	133	7.8	457	4209

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to 1987)
B - Black (audience predominatly black -- over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - Easy Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band/Nostalgia
M - Middle of the Road (MOR), Full Service, Variety
J/NA - Jazz, New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
?? - Other, Unknown

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

The 25-54% Conversion shows the ratio between each station's 25-54 share and its 12+ share. WAAA's 25-54 share is 133% of its 12+ share. This figure shows each station's ability to convert its total share (12+) into the shares of what is currently the most sought after demo.

Next is the Latest Birch audience data for each station.

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Fal. 88: 76.10%)

These figures show how well FM radio is doing in the market--at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6 am-midnight, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR. AVG. The criteria for the rankings is as follows:

TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
35+ : Adults 35+, Mon-Sun, 6A-MID, Metro
12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID
12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

FORMATS	AM	FM	TOTAL	%	SPR 87 %
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR   ABC-C, $ 73.00   (Torbet)   XYZ Group   Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now, nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

DA, DAYS - Directional daytimer
DA-1 - Directional day and night - 1 pattern
DA-2 - Directional day and night - 2 patterns
DA-N - Directional at night only
DA-D - Directional during the day only

WAAA-F programs a CHR format.

Next is the station's network affiliation if it has one:

ABC-C	ABC	Contemporary	APR	Associated Press Radio
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC Talk
ABC-T	ABC	Talk	Source	NBC Source
NBN	National Black		US 1	US 1
SBN	Sheridan		US 2	US 2
UPI	United Press International		WSJ	Wall Street Journal
Trans	Transtar		SMN	Satellite Music Network

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

On the two-page market reports, four additional listings can be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of *American Radio*. The date of the change is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of *American Radio*.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments."

AKRON

Arbitron Rank/Pop (12+): 67/537,600

MSA Rank/Pop: 76/648,000
Cleveland ADI
Average Person Ratings: 17.4
Market TSL: 22.5 hours

Stations: 26/7
Diaries: 1061/507:1/61.9%
Sample Target: 930
% Below Line: 54.0
% Not Listed: 10.9

1989 Revenue: $13,300,000
HH Inc.: $32,063
Retail $: 4.3 Bil
Pop per Station: 76,800
#1 Biller: WKDD-F $3,700,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKDD-F (CHR)	81/ 8.7	9.1	8.4	11.3	10.3	----	151/2407	1259/23.4	22.0	20.9	66	9.9	93	1568	WKDD-F
2. WNIR-F (T)	69/ 7.4	5.3	6.9	6.7	4.3	----	86/878	658/12.2	11.8	15.2	82	5.2	49	592	WNIR-F
3. WAKR (MOR)	59/ 6.3	5.6	6.7	7.5	7.6	----	61/1144	998/18.6	18.6	19.9	87	6.7	63	977	WAKR
4. WDOK-F (AC)	58/ 6.2	4.5	3.8	4.4	3.3	----	94/1299	750/14.0	11.6	10.2	129	3.7	35	437	WDOK-F
5. WONE-F (AOR)	51/ 5.5	7.3	6.6	6.8	6.2	----	90/1279	780/14.5	14.0	14.5	104	10.3	97	982	WONE-F
6. WMMS-F (AOR)	47/ 5.0	5.8	8.7	8.6	7.1	----	85/1603	918/17.1	18.1	21.2	122	5.8	54	966	WMMS-F
WGAR-F (C)	47/ 5.0	2.6	3.7	2.9	2.6	----	61/894	618/11.5	7.9	9.8	118	4.9	46	425	WGAR-F
8. WMJI-F (AC)	46/ 4.9	4.6	4.6	6.5	5.6	----	76/1236	721/13.4	14.0	12.3	167	4.1	38	581	WMJI-F
9. WLTF-F (AC)	45/ 4.8	6.1	4.2	4.7	5.1	----	71/1165	745/13.9	13.9	12.7	148	3.1	29	499	WLTF-F
10. WPHR-F (CHR)	41/ 4.4	5.6	2.9	1.9	2.3	----	69/1249	754/14.0	16.2	10.4	23	7.0	66	888	WPHR-F
11. WQMX-F (AC)	39/ 4.2	3.4	2.5	3.2	4.1	----	63/935	536/10.0	7.6	7.3	155	3.5	33	323	WQMX-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 82.93% (690 of 832) (FAL 88: 80.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>	1 WKDD-F	1 WKDD-F>	1 WMJI-F	1 WMJI-F<	1 WNIR-F	1 WKDD-F	1 WNIR-F	1 WKDD-F>	1 WKDD-F	1 WNIR-F
2 WKDD-F	2 WONE-F>	2 WONE-F	2 WLTF-F<	2 WDOK-F	2 WAKR	2 WAKR	2 WKDD-F	2 WDOK-F	2 WONE-F	2 WAKR >
3	3 WMMS-F	3 WMJI-F<	3 WDOK-F	3 WLTF-F	3 WDOK-F	3 WNIR-F	3 WDOK-F	WONE-F<	3 WPHR-F	3 WQAL-F>
4	4 WLTF-F	4 WMMS-F	4 WQMX-F<	4 WQMX-F	4 WGAR-F	4 WMMS-F	4 WLTF-F	4 WNIR-F	4 WDOK-F	4 WZAK-F
5	5 WDOK-F	5 WLTF-F	5 WKDD-F<	5 WMMS-F	5 WMJI-F<	5 WMJI-F	5 WONE-F<	5 WAKR <	5 WLTF-F	5 WGAR-F
6	WQMX-F	WDOK-F	6 WONE-F	WNIR-F	6 WHBC-F	6	6 WAKR <	6 WPHR-F	6	WDOK-F
							7 WQMX-F	WLTF-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKDD-F>>	1 WKDD-F>	1 WLTF-F	1 WKDD-F>	1 WLTF-F	1 WONE-F	1 WONE-F	1 WONE-F	1 WONE-F	1 WMMS-F
2 WPHR-F	2 WLTF-F	2 WQMX-F	2 WLTF-F	2 WDOK-F	2 WKDD-F>	2 WKDD-F	2 WNCX-F	2 WMMS-F	2 WMJI-F
3 WONE-F>	3 WONE-F	3 WKDD-F	3 WQMX-F	WQMX-F	3 WRQK-F	3 WMMS-F>	WMMS-F	3 WKDD-F>	WONE-F
4 WLTF-F	WQMX-F	4 WMMS-F	4 WDOK-F<	4 WMJI-F>	WMMS-F>	4 WNCX-F	4 WNIR-F	4 WMJI-F	4 WGAR-F
WDOK-F	5 WDOK-F	WONE-F	5 WMJI-F	5 WKDD-F	5 WZAK-F	5 WRQK-F	WKDD-F	5 WNCX-F	WNIR-F
6	6	6	6	6	WPHR-F	6	6 WGAR-F	WNIR-F	6 WDOK-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		122 (2)	122 (2)	14.7	13.0
AOR/CLASSIC		136 (4)	136 (4)	16.3	21.3
AC/OLDIES/SOFT ROCK		188 (4)	188 (4)	22.6	17.4
MOR/VARIETY	59 (1)		59 (1)	7.1	7.7
COUNTRY	28 (2)	61 (2)	89 (4)	10.7	11.1
BLACK/URBAN		34 (1)	34 (1)	4.1	2.8
BEAUTIFUL/EASY		58 (2)	58 (2)	7.0	7.4
NEWS/TALK	31 (2)	69 (1)	100 (3)	12.0	12.1
NOSTALGIA	17 (1)		17 (1)	2.0	3.0
RELIGION/GOSPEL	7 (1)	3 (1)	10 (2)	1.2	1.3
SPANISH					
CLASSICAL		6 (1)	6 (1)	0.7	0.8
JAZZ/NEW AGE		13 (1)	13 (1)	1.6	2.0
UNKNOWN/OTHERS					
	142 (7)	690 (19)	832 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHLO	640	Akron/Cleveland	0.7/1.9/ 15/ 225
WSLR	1350	Akron	2.4/7.2/ 34/ 499
WCLV-F	95.5	Cleveland	0.6/3.1/ 12/ 256
WGAR	1220	Cleveland	0.6/2.7/ 8/ 230
WHBC-F	94.1	Canton/Akron	3.3/7.3/105/1271
WHK	1420	Cleveland	0.5/2.0/ 6/ 160
WNCX-F	98.5	Cleveland	2.1/9.2/ 29/ 653
WNWV-F	107.3	Elyria/Clevlnd	1.4/4.9/ 18/ 376
WQAL-F	104.1	Cleveland	2.9/7.1/ 31/ 496
WQXK-F	105.1	Salem/Youngstwn	1.5/4.9/ 42/ 644
WRMR	850	Cleveland	1.8/4.1/ 36/ 380
WRQK-F	106.9	Canton/Akron	1.9/6.5/ 63/ 977
WTOF-F	98.1	Canton/Akron	0.3/1.4/ 7/ 209
WWWE	1100	Cleveland	2.8/9.6/ 49/1059
WZAK-F	93.1	Cleveland	3.6/7.9/ 42/ 563

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N) , MOR	MBS, $ 50.00 (Mc-Guild)	Ragan Henry	
WHLO, 640, 5 KW/500 W (DA-2) , RELIGION	ABC D, $ 14.00 (---)	Mortenson	
WSLR, 1350, 5 KW (DA-1) , COUNTRY	ABC E, $ 28.00 (Katz)	Barnstable	
WKDD-F, 95.6, 50 KW @ 450, CHR	, $ 75.00 (Katz)	Barnstable	
WNIR-F, 100.1, 3 KW @ 333, TALK	CBS, $ 34.00 (K & P)		(KENT)
WONE-F, 97.5, 13 KW @ 890, AOR	, $ 58.00 (Mc-Guild)	Ragan Henry	
WQMX-F, 94.9, 16 KW @ 880, AC	, $ 38.00 (Banner)		(MEDINA)

OTHER RANKED STATIONS: See Cleveland or Canton

ALBANY-SCHENECTADY-TROY

Arbitron Rank/Pop (12+): 54/723,900

MSA Rank/Pop: 60/860,000
ADI # 53
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 26/23
Diaries: 1045/693:1/53.3%
Sample Target: 1060
% Below Line: 1.4
% Not Listed: 11.2

1989 Revenue: $20,900,000
HH Inc.: $37,838
Retail $: 6.7 Bil
Pop per Station: 31,473
#1 Biller: WPYX-F $4,300,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGNA-AF	(C)	139/11.0	8.2	10.1	10.8	8.4	10.0	262/2440	1260/17.4	18.3	15.9	118	11.0	122	1014	WGNA-AF
2. WROW-F	(EZ)	134/10.6	9.6	9.4	9.9	10.7	9.9	178/1903	1300/18.0	16.3	18.3	67	5.7	69	829	WROW-F
3. WGY	(MOR)	131/10.3	9.8	9.7	9.3	8.9	9.8	184/2597	1716/23.7	23.8	22.6	95	8.9	108	1778	WGY
4. WFLY-F	(CHR)	100/ 7.9	9.4	7.1	8.6	7.6	8.3	124/2127	1520/21.0	21.0	19.6	72	10.9	132	1652	WFLY-F
5. WPYX-F	(AOR)	99/ 7.8	8.3	10.2	8.9	10.6	8.8	177/2494	1566/21.6	23.6	24.2	127	11.2	136	1711	WPYX-F
6. WGY -F	(CHR)	78/ 6.2	4.5	4.8	4.0	5.0	4.9	99/1963	1336/18.5	19.0	19.6	73	5.6	68	1415	WGY -F
7. WKLI-F	(AC)	74/ 5.8	6.6	6.0	6.1	6.6	6.1	77/1203	1149/15.9	15.7	16.8	131	5.1	62	870	WKLI-F
8. WTRY	(O)	55/ 4.3	3.4	3.5	3.6	3.7	3.7	60/889	736/10.2	10.2	11.8	137	2.7	33	611	WTRY
9. WQBK	(N/T)	54/ 4.3	4.3	4.0	4.8	4.6	4.4	57/729	666/ 9.2	8.1	9.2	47	3.7	45	582	WQBK
10. WQBK-F	(AOR)	48/ 3.8	4.1	4.3	5.3	4.8	4.4	49/884	825/11.4	12.9	13.7	126	6.2	75	1077	WQBK-F
11. WVKZ-F	(AOR)	34/ 2.7	2.3	2.1	1.4	2.7	2.1	35/558	512/ 7.1	6.7	5.9	63	4.3	52	775	WVKZ-F
12. WABY	(BB)	31/ 2.4	2.6	3.1	2.4	2.5	2.6	31/434	434/ 6.0	5.9	4.5	21	1.5	18	346	WABY
13. WHRL-F	(EZ)	26/ 2.1	1.6	1.7	1.4	1.0	1.7	27/295	286/ 4.0	4.3	4.1	133	1.1	13	236	WHRL-F
14. WROW	(EZ)	22/ 1.7	2.1	2.7	2.1	2.2	2.2	32/503	378/ 5.2	7.9	6.9	112	1.1	13	245	WROW
WPTR	(N/T)	22/ 1.7	1.4	1.0	1.0	1.3	1.3	23/634	600/ 8.3	5.2	5.2	129	2.1	25	429	WPTR

12+ FM SHARE (METRO): 70.84% (797 of 1125) (FAL 88: 70.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WPYX-F	1 WPYX-F	1 WGNA-AF<	1 WGNA-AF	1 WROW-F<	1 WGY	1 WROW-F<	1 WROW-F<	1 WFLY-F	1 WGY
2 WGY -F	2 WFLY-F>	2 WGNA-AF<	2 WPYX-F	2 WPYX-F<	2 WGY	2 WGNA-AF	2 WGNA-AF>	2 WGNA-AF	2 WGY	2 WGNA-F>>
3	3 WKLI-F	3 WFLY-F	3 WGY	3 WGY	3 WGNA-AF>>	3 WROW-F	3 WPYX-F	3 WPYX-F	3 WGY -F	3 WQBK <
4	4 WGY -F	4 WKLI-F	4 WKLI-F	4 WKLI-F	4 WQBK	4 WPYX-F	4 WGY	4 WFLY-F<	4 WGNA-AF	4 WROW-F
5	5 WQBK-F	5 WGY	5 WFLY-F<	5 WROW-F	5 WTRY	5 WFLY-F	5 WFLY-F	5 WGY	5 WPYX-F	5 WGY -F>
6	6 WGNA-AF	6 WGY -F	6 WTRY	6 WTRY <	6	6 WGY -F	6 WKLI-F	6 WKLI-F	6 WKLI-F	6 WKLI-F
				7 WFLY-F				7 WGY -F	7 WROW-F	7 WFLY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F<	1 WKLI-F	1 WKLI-F	1 WKLI-F	1 WKLI-F	1 WPYX-F	1 WPYX-F>	1 WPYX-F	1 WPYX-F>	1 WGNA-AF>
2 WKLI-F	2 WFLY-F	2 WPYX-F	2 WFLY-F	WGY	2 WFLY-F>	2 WFLY-F	2 WQBK-F>	2 WGNA-AF	2 WPYX-F>
3 WGY -F	3 WPYX-F<	3 WFLY-F	3 WPYX-F	3 WGNA-AF	3 WVKZ-F	3 WQBK-F	3 WGNA-AF	3 WFLY-F	3 WGY
4 WPYX-F>	4 WGY -F>	4 WGY -F	4 WGY -F	WROW-F	4 WGY -F>	4 WVKZ-F	4 WFLY-F	4 WQBK-F	4 WQBK-F
5 WVKZ-F	5 WGNA-AF	5 WGNA-AF>>	5 WGNA-AF	5 WPYX-F	5 WQBK-F	5 WGNA-AF	5 WVKZ-F	WGY	5 WTRY
WQBK-F	6 WQBK-F	6	6 WGY	6 WTRY	WGY	6 WGY -F	6	6 WVKZ-F	WFLY-F
				7 WFLY-F					

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		182 (3)	182 (3)	16.2	18.4
AOR/CLASSIC		191 (4)	191 (4)	17.0	18.5
AC/OLDIES/SOFT ROCK	55 (1)	112 (5)	167 (6)	14.8	13.9
MOR/VARIETY	139 (2)		139 (2)	12.4	13.9
COUNTRY	5 (1)	134 (1)	139 (2)	12.4	9.7
BLACK/URBAN					
BEAUTIFUL/EASY	22 (1)	160 (2)	182 (3)	16.2	13.6
NEWS/TALK	76 (2)		76 (2)	6.8	6.9
NOSTALGIA	31 (1)		31 (1)	2.8	2.9
RELIGION/GOSPEL		5 (1)	5 (1)	0.4	0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		13 (2)	13 (2)	1.2	1.5
	328 (8)	797 (18)	1125 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCKL	560	Catskill	0.6/1.6/ 8/113
WEQX-F	102.7	Manchester	0.8/3.4/15/436
WKOL-F	97.7	Amsterdam	0.8/3.2/12/351
WQQY-F	102.3	Saratoga Spgs.	0.3/1.9/ 6/158
WSHQ-F	103.5	Coblskl/Schnct	0.4/2.3/32/507
WSHZ-F	98.3	Rotterdam/Albn	1.2/5.9/17/503
WSSV-F	101.3	Stillwater	0.6/2.7/ 9/259
WJIV-F	101.9	Cherry Valley	0.4/1.3/ 8/243
WPDH-F	101.5	Poughkeepsie	0.5/1.2/29/504
WSPK-F	104.7	Poughkeepsie	0.6/1.4/28/514

RADIO STATIONS

WABY,	1400,	1 KW	, NOSTALGIA	,	$ 17.00 (Durpetti)	Premiere
WGY ,	810,	50 KW	, MOR	CBS,	$ 85.00 (Eastman)	Empire
WPTR,	1540,	50 KW (DA-1)	, NEWS/TALK	US 2, ABC C,	$ 26.00 (Torbet)	
WQBK,	1300,	5 KW (DA-2)	, TALK	CBS, ABC T,	$ 30.00 (HNWH)	
WROW,	590,	5 KW/1 KW (DA-2)	, COMBINATION WITH WROW-F			
WTRY,	980,	5 KW (DA-N)	, OLDIES	MBS, ABC D,	$ 37.00 (Mc-Guild)	Merv Griffin
WFLY-F,	92.3,	17 KW @ 890,	CHR	ABC C,	$ 55.00 (Torbet)	
WGNA-F,	107.7,	13 KW @ 980,	COUNTRY	,	$ 51.00 (Republic)	Barnstable
WGY-F ,	99.5,	15 KW @ 930,	CHR	SOURCE,	$ 47.00 (Eastman)	Empire
WHRL-F,	103.1,	1 KW @ 400,	EZ	MBS,	$ 18.00 (---)	
WKLI-F,	100.9,	3 KW @ 300,	AC	US 1,	$ 60.00 (Durpetti)	Premiere
WSHZ-F,	98.3,	3 KW @ 328,	AC	TRNSTR,	$ 23.00 (HNWH)	
WPYX-F,	106.5,	15 KW @ 902,	AOR	ABC R,	$ 85.00 (Mc-Guild)	Merv Griffin
WQBK-F,	103.9,	3 KW @ 300,	CLASSIC AOR	RADRAD,	$ 33.00 (HNWH)	
WROW-F,	95.5,	13 KW @ 1020,	BTFL/EZ	,	$ 46.00 (Christal)	Radio Terrace
WVKZ-F,	96.7,	3 KW @ 328,	CHR/AOR	SMN, SOURCE,	$ 24.00 (Banner)	

MISCELLANEOUS COMMENTS: WNJY-F changes to WSHZ-F (June)...WKOL A/F (Amsterdam) sold by Sage for $1,500,000...

ALBUQUERQUE

Arbitron Rank/Pop (12+): 78/459,800
MSA Rank/Pop: 101/504,000
ADI # 49
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 26/26
Diaries: 944/487:1/56.8%
Sample Target: 840
% Below Line: 0.0
% Not Listed: 10.9

1989 Revenue: $18,200,000
HH Inc.: $29,790
Retail $: 4.0 Bil
Pop per Station: 17,684
#1 Biller: KKOB $3,400,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRST-F	(C)	101/12.4	13.3	9.4	10.9	9.9	----	164/1672	1075/23.4	23.2	19.9	124	15.7	131	1085	KRST-F
2. KKOB	(MOR)	92/11.3	10.5	10.4	11.3	11.1	----	122/1786	1212/26.4	22.8	25.9	88	9.9	83	849	KKOB
3. KZRR-AF	(AOR)	69/ 8.4	7.7	7.2	8.2	7.1	----	91/1205	927/20.2	19.4	18.0	132	9.1	73	1140	KZRR-AF
4. KKOB-F	(AC)	65/ 8.0	7.5	12.0	11.0	13.1	----	92/1495	1058/23.0	24.1	28.9	114	9.4	79	1147	KKOB-F
5. KZKL-AF	(O)	48/ 5.9	5.2	2.1	1.4	2.3	----	58/757	652/14.2	11.6	2.7	144	5.6	45	449	KZKL-AF
6. KKJY-F	(EZ)	45/ 5.5	5.5	7.5	5.5	5.6	----	58/849	568/12.4	12.0	15.1	64	3.0	25	382	KKJY-F
7. KKSS-F	(CHR)	41/ 5.0	5.1	7.1	6.9	7.1	----	52/1031	807/17.6	14.9	16.3	48	5.7	48	828	KKSS-F
8. KXKS	(SP)	32/ 3.9	0.9	1.1	4.2	2.2	----	32/177	164/ 3.6	1.7	1.6	105	2.5	21	283	KXKS
9. KNMQ-F	(CHR)	31/ 3.8	5.8	2.9	3.2	4.8	----	44/1049	672/14.6	14.1	12.3	39	5.3	44	639	KNMQ-F
10. KIVA-F	(CHR)	29/ 3.6	3.3	3.3	3.3	4.6	----	54/1016	646/14.0	13.2	14.3	42	4.3	36	728	KIVA-F
11. KHFM-F	(CL)	27/ 3.3	3.2	2.7	2.2	2.8	----	53/586	407/ 8.9	8.2	7.1	124	2.4	20	348	KHFM-F
12. KFMG-F	(AOR)	26/ 3.2	3.6	5.3	6.6	6.0	----	48/952	638/13.7	12.8	16.7	69	3.7	31	729	KFMG-F
13. KMGA-F	(AC)	19/ 2.3	3.9	3.0	3.5	2.6	----	23/515	416/ 9.0	8.6	9.5	122	2.2	18	249	KMGA-F
14. KLSK-F	(J/NA)	17/ 2.1	1.9	2.2	2.4	2.2	----	29/497	318/ 6.9	6.3	6.8	157	2.5	21	321	KLSK-F
15. KABQ	(SP)	16/ 2.0	3.4	0.8	0.9	1.3	----	19/273	222/ 4.8	5.8	3.7	75	1.7	14	163	KABQ
16. KZRQ	(AOR)	14/ 1.7	1.0	1.6	----	----	----	14/147	147/ 3.2	2.8	3.0	12	2.5	21	153	KZRQ
17. KKBR-F	(O)	10/ 1.2	1.8	1.6	1.3	----	----	32/550	225/ 4.9	6.2	5.1	183	1.7	14	205	KKBR-F
18. KDEF	(BB)	9/ 1.1	1.3	2.9	2.7	2.2	----	10/180	154/ 3.3	4.4	5.7	18	1.6	13	105	KDEF
19. KMYI-F	(AC)	8/ 1.0	1.2	1.8	0.5	----	----	8/201	194/ 4.2	4.6	3.9	130	0.6	5	100	KMYI-F
KALY	(SP)	8/ 1.0	0.4	----	----	0.[illegible]	----	8/116	116/ 2.5	1.4	0.0	150	0.7	6	103	KALY

12+ FM SHARE (METRO): 73.42% (533 of 726) (FAL 88: 74.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F	1 KRST-F	1 KRST-F	1 KRST-F	1 KRST-F>	1 KKOB >	1 KKOB >	1 KRST-F>	1 KRST-F	1 KKSS-F	1 KKOB >
KIVA-F	2 KZRR-AF>	2 KZRR-AF	2 KZRR-AF	2 KZRR-AF	2 KRST-F	2 KRST-F	2 KKOB-F<	2 KKOB <	KKOB <	2 KKJY-F
3 KNMQ-F	3 KKOB-F>	3 KKOB-F	3 KKOB-F	3 KKOB	3 KKJY-F>	3 KZRR-AF	3 KKOB	3 KKOB-F	3 KZRR-AF	3 KRST-F>
4	4 KZKL-AF	4 KZKL-AF	4 KZKL-AF	4 KKOB-F	4 KXKS	4 KKOB-F	4 KZRR-AF	4 KZRR-AF>	4 KRST-F	4 KZRR-F>
5	5 KFMG-F	5 KKOB	5 KKOB	5 KZKL-AF>>	KKOB-F<	5 KZKL-AF	5 KZKL-AF	5 KZKL-AF	5 KIVA-F	5 KABQ
6	6 KKSS-F	6	6	6	6 KZKL-AF	6 KKSS-F	6 KKJY-F	6 KKSS-F	6 KKJY-F	6
					7 KHFM-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKOB-F	1 KKOB-F	1 KKOB-F	1 KKOB-F	1 KRST-F	1 KFMG-F	1 KZRR-AF<	1 KZRR-AF	1 KRST-F<	1 KRST-F
2 KRST-F	2 KRST-F	2 KRST-F>	2 KRST-F	2 KKOB-F	2 KRST-F	2 KRST-F>>	2 KRST-F>>	2 KZRR-AF>	2 KZRR-AF>
3 KZRR-AF	3 KZRR-AF	3 KZRR-AF	3 KZKL-AF	3 KZKL-AF	3 KZRR-AF	3 KFMG-F	3 KKOB-F	3 KKOB	3 KKOB >
KNMQ-F	4 KZKL-AF>	KZKL-AF>	4 KZRR-AF	4 KKOB >	KKSS-F	4 KKOB-F	4 KZKL-AF>	4 KKOB-F	4 KZKL-AF
KKSS-F>	5 KNMQ-F	5 KMGA-F	5 KKOB	5 KZRR-AF	5 KZRQ >	5 KKSS-F	5 KFMG-F>	5 KZKL-AF	KKOB-F
6 KZKL-AF	KKSS-F	KKOB	6	6	6 KNMQ-F	6 KZKL-AF	6 KLSK-F	KFMG-F	6
KIVA-F									

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		101 (3)	101 (3)	13.9	14.8
AOR/CLASSIC	16 (2)	93 (2)	109 (4)	15.0	16.3
AC/OLDIES/SOFT ROCK	6 (2)	149 (5)	155 (7)	21.3	22.1
MOR/VARIETY	92 (1)		92 (1)	12.7	11.5
COUNTRY	7 (1)	101 (1)	108 (2)	14.9	12.7
BLACK/URBAN					
BEAUTIFUL/EASY		45 (1)	45 (1)	6.2	8.3
NEWS/TALK					2.4
NOSTALGIA	9 (1)		9 (1)	1.2	3.2
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	1.3
SPANISH	56 (3)		56 (3)	7.7	2.1
CLASSICAL		27 (1)	27 (1)	3.7	3.0
JAZZ/NEW AGE		17 (1)	17 (1)	2.3	2.4
UNKNOWN/OTHERS	4 (1)		4 (1)	0.6	
	193 (12)	533 (14)	726 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KKIM	1000	Albuquerque	0.4/2.1/ 3/ 96
KMBA	1050	L Ranchs Dalbq	0.5/2.0/ 4/ 94
KQEO	920	Albuquerque	0.6/3.6/ 5/ 218
KRZY	1450	Albuquerque	0.9/4.0/ 7/ 193

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-2) , HISPANIC	, $ 18.00 (Caballero)		
KDEF, 1150, 5 KW/500 W (DA-N) , NOSTALGIA	, $ 17.00 (---)		
KKOB, 770, 50 KW (DA-N) , MOR	ABC I, $ 68.[illegible] (Mc-Guild)	Fairmont	
KQEO, 920, 1 KW/500 W (DA-N) , OLDIES	ABC E, $ 17.00 (Banner)	Penn	
KRZY, 1450, 1 KW (DA-1) , COUNTRY	MBS, $ 25.00 (Katz)	Commonwealth	
KXKS, 1190, 10 KW (DAYS) , HISPANIC	CRC, UPI, $ 20.00 (Caballero)		
KFMG-F, 107.9, 22 KW @ 4130, AOR	ABC R, $ 34.00 (HNWH)	Coastal	
KHFM-F, 96.3, 20 KW @ 4110, CLASSICAL	, $ 26.00 (CMBS)		
KIVA-F, 105.1, 100 KW @ 1973, CHR	, $ 27.00 (Banner)	First Cities	(SANTA FE)
KKBR-F, 98.5, 100 KW @ 1781, OLDIES	, $ 24.00 (Torbet)		(LOS ALAMOS)
KKJY-F, 100.3, 20 KW @ 4110, BTFL/EZ	, $ 20.00 (Torbet)		
KKOB-F, 93.3, 21 KW @ 4150, AC	, $ 75.00 (Mc-Guild)	Fairmont	
KKSS-F, 97.3, 100 KW @ 1700, CHR/URBAN	, $ 30.00 (Eastman)	SunGroup	(SANTA FE)
KLSK-F, 104.1, 100 KW @ 1876, JAZZ/NAC	, $ 30.00 (K & P)		(SANTA FE)
KMGA-F, 99.5, 20 KW @ 4134, SOFT AC	US 2, $ 27.00 (Banner)	Penn	
KMYI-F, 107.1, 50 KW @ 463, AC	, $ 20.00 (Roslin)		(ARMIJO)
KNMQ-F, 105.9, 100 KW @ 1936, CHR	ABC C, $ 34.00 (Christal)		(SANTA FE)
KRST-F, 92.3, 23 KW @ 4110, COUNTRY	, $ 60.00 (Katz)	Commonwealth	
KZKL-F, 101.7, 3 KW @ 98, OLDIES	CBS, $ 18.00 (Christal)		(RIO RANCHO)
KZRR-F, 94.1, 22 KW @ 4130, AOR	SOURCE, $ 50.00 (Republic)	Anchor	

CALL LETTER CHANGES

KZIA A/F changes to KZKL A/F (Nov)

FORMAT CHANGES

STATION SALES

KLSK-F (Santa Fe) sold for $2,000,000 (Kalil)... KKOB A/F: From Fairmont to Fritzinger for $20,000,000 (Stevens)...

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 62/575,600

MSA Rank/Pop: 73/679,000
Philadelphia ADI
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 36/14
Diaries: 1043/552:1/60.1%
Sample Target: 950
% Below Line: 17.1
% Not Listed: 12.1

1989 Revenue: $15,800,000
HH Inc.: $35,513
Retail $: 5.0 Bil
Pop per Station: 41,114
#1 Biller: WLEV-F $3,600,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F	(EZ)	141/14.1	14.2	12.8	14.6	16.0	13.9	162/1618	1346/23.4	20.3	24.3	81	10.2	96	958	WFMZ-F
2. WLEV-F	(AC)	127/12.7	10.7	13.5	11.0	10.9	12.0	153/1759	1315/22.8	29.6	23.6	159	9.9	93	1016	WLEV-F
3. WZZO-F	(AOR)	95/ 9.5	11.5	11.1	12.2	11.1	11.1	125/1607	1212/21.1	22.9	23.3	108	15.6	147	1452	WZZO-F
4. WAEB-F	(CHR)	83/ 8.3	10.8	10.9	10.8	9.8	10.2	101/1614	1325/23.0	26.7	25.8	78	11.4	108	1493	WAEB-F
5. WHXT-F	(CHR)	79/ 7.9	5.7	6.7	5.9	5.2	6.6	96/1606	1215/21.1	24.2	17.5	70	10.4	98	1380	WHXT-F
6. WAEB	(AC)	43/ 4.3	5.7	5.5	4.6	6.3	5.0	43/763	756/13.1	14.1	13.5	156	4.8	45	543	WAEB
7. WEST	(BB)	41/ 4.1	1.8	4.2	2.9	3.6	3.3	42/404	390/ 6.8	8.2	6.0	46	2.6	25	204	WEST
8. WKAP	(BB)	39/ 3.9	2.9	2.0	4.5	3.2	3.3	39/371	371/ 6.4	7.0	7.3	26	1.8	17	356	WKAP
9. WYSP-F	(AOR)	32/ 3.2	2.5	2.0	2.9	2.6	2.7	55/654	444/ 7.7	7.6	8.0	144	2.5	24	579	WYSP-F
10. WXKW	(C)	26/ 2.6	4.0	3.0	3.4	3.4	3.3	27/463	434/ 7.5	7.4	7.3	115	2.8	26	264	WXKW

12+ FM SHARE (METRO): 74.94% (661 of 882) (FAL 88: 72.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHXT-F	1 WZZO-F>	1 WLEV-F	1 WLEV-F>	1 WLEV-F>	1 WFMZ-F>	1 WLEV-F<	1 WFMZ-F	1 WFMZ-F	1 WHXT-F	1 WLEV-F
2 WAEB-F>>	2 WLEV-F<	2 WZZO-F>	2 WZZO-F	2 WFMZ-F	2 WLEV-F>>	2 WFMZ-F>	2 WLEV-F>	2 WLEV-F<	2 WAEB-F	WFMZ-F
3 WZZO-F	3 WAEB-F	3 WAEB-F	3 WFMZ-F	3 WZZO-F>	3 WKAP	3 WZZO-F	3 WZZO-F	3 WZZO-F	3 WLEV-F	3 WKAP
4	4 WHXT-F	4 WHXT-F	4 WAEB-F	4 WAEB <	WEST	4 WAEB-F<	4 WAEB-F	4 WAEB-F	4 WZZO-F	4 WZZO-F
5	5 WYSP-F	5 WFMZ-F	5 WHXT-F	5 WAEB-F	5 WAEB	5 WHXT-F	5 WHXT-F	5 WHXT-F	WFMZ-F	WAEB
				6 WHXT-F		6 WAEB				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHXT-F	1 WLEV-F<	1 WLEV-F>>	1 WLEV-F>	1 WLEV-F>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F	1 WZZO-F	1 WLEV-F
2 WAEB-F>	2 WAEB-F<	2 WZZO-F	2 WAEB-F	2 WFMZ-F>>	2 WAEB-F>	2 WYSP-F>	2 WYSP-F	2 WLEV-F>	2 WZZO-F>
3 WZZO-F>>	3 WHXT-F	3 WAEB-F	3 WHXT-F<	3 WAEB-F	3 WHXT-F	3 WLEV-F	3 WLEV-F>>	3 WAEB-F<	3 WYSP-F
4 WLEV-F	4 WZZO-F	4 WHXT-F>	4 WFMZ-F	4 WZZO-F	4 WYSP-F>>	WAEB-F>	4 WAEB-F>	4 WYSP-F	WFMZ-F
5	5	5 WFMZ-F	5 WZZO-F	5 WHXT-F	5	5 WHXT-F	5	5 WHXT-F	5 WAEB
									6 WAEB-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		174 (5)	174 (5)	19.7	17.3
AOR/CLASSIC		136 (3)	136 (3)	15.4	18.3
AC/OLDIES/SOFT ROCK	107 (5)	154 (5)	261 (10)	29.6	21.3
MOR/VARIETY	11 (2)		11 (2)	1.2	1.3
COUNTRY	26 (1)	15 (1)	41 (2)	4.6	5.1
BLACK/URBAN		3 (1)	3 (1)	0.3	
BEAUTIFUL/EASY		162 (3)	162 (3)	18.4	20.2
NEWS/TALK	33 (5)	5 (1)	38 (6)	4.3	6.8
NOSTALGIA	44 (2)		44 (2)	5.0	8.5
RELIGION/GOSPEL					0.3
SPANISH					
CLASSICAL		7 (1)	7 (1)	0.8	0.7
JAZZ/NEW AGE					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.6	
	221 (15)	661 (21)	882 (36)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEEX	1230	Easton	0.9/3.4/ 9/ 207
WGPA	1100	Bethlehem	0.3/1.5/ 3/ 84
WLSH	1410	Lansford	0.3/1.0/ 9/ 134
WRNJ	1000	Hackettstown	0.8/1.7/ 8/ 95
WYNS	1160	Lehighton	1.3/2.4/ 19/ 223
KYW	1060	Philadelphia	0.9/6.2/ 11/ 459
WABC	770	New York	1.0/1.9/ 22/ 304
WAVT-F	101.9	Pottsville	0.5/1.2/ 38/ 504
WCAU	1210	Philadelphia	0.4/1.8/ 7/ 146
WEAZ-F	101.1	Philadelphia	1.8/4.4/ 23/ 381
WFAN	660	New York	0.3/1.2/ 8/ 187
WFLN-F	95.7	Philadelphia	0.7/2.4/ 9/ 184
WIOQ-F	102.1	Philadelphia	0.3/1.7/ 3/ 118
WKRZ-F	98.5	Wilkes-Barre/Sc	0.3/1.9/ 9/ 205
WLTW-F	106.7	New York	0.3/0.9/ 4/ 127
WMGK-F	102.9	Philadelphia	1.0/2.4/ 15/ 218
WMMR-F	93.3	Philadelphia	0.9/3.2/ 14/ 345
WNEW	1130	New York	0.3/0.9/ 6/ 125
WOGL-F	98.1	Philadelphia	0.5/2.3/ 11/ 261
WOR	710	New York	0.7/2.5/ 25/ 314
WPLJ-F	95.5	New York	0.6/1.4/ 11/ 229
WSNI-F	104.5	Philadelphia	0.9/2.4/ 12/ 228
WUSL-F	98.9	Philadelphia	0.3/1.7/ 4/ 122
WWDB-F	96.5	Philadelphia	0.5/1.8/ 7/ 139
WWSH-F	97.9	Hazelton	0.3/0.9/ 22/ 191
WXTU-F	92.5	Philadelphia	1.5/5.6/ 28/ 495

RADIO STATIONS

WAEB,	790,	1 KW (DA-2)	, AC	ABC I, CBS,	$ 30.00 (Katz)	CRB
WEEX,	1230,	1 KW (DA-2)	, OLDIES	MBS, SMN,	$ 14.00 (Eastman)	Roth
WEST,	1400,	1 KW	, NOSTALGIA	CBS,	$ 20.00 (Mc-Guild)	Zimmerman
WKAP,	1320,	5 KW/1 KW (DA-2)	, NOSTALGIA	APR,	$ 18.00 (Banner)	Holt
WXKW,	1470,	5 KW (DA-N)	, COUNTRY	NBC, ABC I,	$ 16.00 (Republic)	
WAEB-F,	104.1,	50 KW @ 500	, CHR	,	$ 49.00 (Katz)	CRB
WFMZ-F,	100.7,	13 KW @ 870	, BTFL/EZ	,	$ 46.00 (Christal)	
WLEV-F,	96.1,	50 KW @ 500	, AC	,	$ 70.00 (Mc-Guild)	Zimmerman
WHXT-F,	99.9,	50 KW @ 450	, CHR	MBS,	$ 54.00 (Eastman)	Roth
WZZO-F,	95.1,	30 KW @ 600	, AOR	,	$ 58.00 (Banner)	Holt

OTHER RANKED STATIONS -- See Philadelphia

MISCELLANEOUS COMMENTS: WQQQ-F changes to WHXT-F (October)

ANCHORAGE

Arbitron Rank/Pop (12+): 166/180,600
MSA Rank/Pop: 185/231,700
No ADI
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 17/17
Diaries: 599/301:1/51.7%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 11.4

1989 Revenue: $8,300,000
HH Inc.: $42,879
Retail $: 2.3 Bil
Pop per Station: 10,623
#1 Biller: KGOT-F $1,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPXR-F (CHR)	41/13.4	11.8	8.1	7.8	11.4	----	42/623	592/32.8	27.0	22.2	64	13.8	48	571	KPXR-F
2. KGOT-F (CHR)	37/12.1	10.4	12.8	13.3	20.4	----	39/605	584/32.3	29.4	31.8	87	12.3	43	657	KGOT-F
3. KWHL-F (AOR)	30/ 9.8	11.0	12.8	14.3	11.1	----	30/402	376/20.8	20.3	22.2	78	16.9	59	540	KWHL-F
4. KBFX-F (AOR)	25/ 8.1	3.2	2.3	3.4	3.8	----	34/409	321/17.8	10.2	7.7	111	4.0	14	227	KBFX-F
5. KLEF-F (CL)	22/ 7.2	2.9	6.1	----	----	----	22/232	220/12.2	9.9	11.9	113	3.2	11	152	KLEF-F
6. KASH-F (C)	21/ 6.8	8.7	5.2	6.1	4.5	----	21/330	293/16.2	16.7	12.3	140	6.6	23	306	KASH-F
7. KYAK (C)	15/ 4.9	3.2	4.9	6.1	7.3	----	17/235	161/ 8.9	7.9	10.5	127	6.0	21	210	KYAK
8. KEAG-F (O)	14/ 4.6	6.4	9.3	9.2	----	----	19/262	206/11.4	15.7	19.2	124	6.3	22	300	KEAG-F
9. KENI (N/T)	11/ 3.6	7.2	3.8	4.8	3.8	----	17/313	199/11.0	13.9	9.7	92	4.0	14	238	KENI
10. KNIK-F (J/NA)	9/ 2.9	3.8	5.5	6.1	3.5	----	10/220	170/ 9.4	11.2	12.3	131	2.9	10	182	KNIK-F
11. KYMG-F (AC)	8/ 2.6	1.7	----	----	----	----	12/184	155/ 8.6	7.0	0.0	146	1.7	6	117	KYMG-F
KKSD (BB)	8/ 2.6	1.7	2.3	1.0	1.0	----	10/106	74/ 4.1	3.3	3.0	38	1.7	6	86	KKSD
KHAR (EZ)	8/ 2.6	4.0	2.3	3.4	4.5	----	12/170	110/ 6.1	8.5	6.3	92	3.4	12	97	KHAR
14. KKLV-F (AC)	6/ 2.0	2.9	3.5	2.7	4.5	----	6/108	108/ 6.0	11.1	10.4	120	1.7	6	160	KKLV-F
KFQD (AC)	6/ 2.0	6.1	5.5	5.4	6.2	----	7/277	168/ 9.3	12.7	13.7	145	3.7	13	223	KFQD
KBYR (O)	6/ 2.0	0.9	2.0	2.7	2.8	----	7/245	188/10.4	6.4	9.9	145	2.3	8	124	KBYR
17. KCFA (REL)	5/ 1.6	0.9	2.3	1.4	0.3	----	7/115	84/ 4.7	4.3	5.2	119	0.6	2	64	KCFA

12+ FM SHARE (METRO): 78.31% (213 of 272) (FAL 88: 74.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPXR-F	1 KGOT-F	1 KGOT-F	1 KGOT-F	1 KGOT-F	1 KLEF-F	1 KGOT-F	1 KGOT-F	1 KPXR-F	1 KGOT-F	1 KWHL-F
2	2 KWHL-F	2 KPXR-F	2 KASH-F<	2 KASH-F	2 KYAK	2 KPXR-F>	2 KPXR-F	2 KGOT-F	2 KPXR-F>	KGOT-F>
3	3 KPXR-F	3 KWHL-F	3 KBFX-F	3 KBFX-F	3 KASH-F	3 KASH-F	3 KWHL-F	3 KWHL-F<	3 KWHL-F	3 KPXR-F
4	4 KBFX-F>	4 KBFX-F	4 KPXR-F	4 KPXR-F	4 KENI	4 KWHL-F	4 KLEF-F	4 KBFX-F	4 KBFX-F	4 KASH-F
5	5 KASH-F	5 KASH-F	5 KWHL-F	5 KLEF-F	5	5 KEAG-F	5 KBFX-F	5 KLEF-F<	5 KLEF-F	5
6	6	6	6 KEAG-F	6 KWHL-F	6	6	6 KEAG-F	6 KASH-F	6 KASH-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPXR-F>	1 KGOT-F	1 KGOT-F>>	1 KGOT-F	1 KGOT-F>	1 KWHL-F	1 KWHL-F	1 KWHL-F	1 KWHL-F	1 KBFX-F
2 KGOT-F	2 KPXR-F>>	2 KPXR-F	2 KPXR-F>>	2 KLEF-F	2 KGOT-F>>	2 KGOT-F	2 KBFX-F	2 KBFX-F	2 KWHL-F
3 KWHL-F>>	3 KWHL-F>	3 KYMG-F	3 KWHL-F	3 KPXR-F	3 KPXR-F	3 KBFX-F>	3 KGOT-F>	3 KGOT-F	3 KASH-F
4 KBFX-F>>	4 KYMG-F	KEAG-F	KLEF-F	KASH-F	KBFX-F>>	4 KPXR-F>	4 KPXR-F	4 KPXR-F	4 KPXR-F
5	KEAG-F	5 KASH-F>	KASH-F	5 KYAK	5 KEAG-F>>	5 KASH-F	KASH-F	5 KASH-F	5 KLEF-F
6	KBFX-F	6 KLEF-F	6 KBFX-F	6 KYMG-F	6	6	6	6	KGOT-F
		KBFX-F		KEAG-F					

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		78 (2)	78 (2)	28.7	22.9
AOR/CLASSIC		55 (2)	55 (2)	20.2	14.0
AC/OLDIES/SOFT ROCK	12 (2)	28 (3)	40 (5)	14.7	27.4
MOR/VARIETY					
COUNTRY	15 (1)	21 (1)	36 (2)	13.2	13.7
BLACK/URBAN					2.0
BEAUTIFUL/EASY	8 (1)		8 (1)	2.9	2.5
NEWS/TALK	11 (1)		11 (1)	4.0	4.1
NOSTALGIA	8 (1)		8 (1)	2.9	
RELIGION/GOSPEL	5 (1)		5 (1)	1.8	2.5
SPANISH					
CLASSICAL		22 (1)	22 (1)	8.1	6.7
JAZZ/NEW AGE		9 (1)	9 (1)	3.3	6.1
UNKNOWN/OTHERS					
	59 (7)	213 (10)	272 (17)		

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME

RADIO STATIONS
KBYR, 700, 10 KW , OLDIES CBS, $ 11.00 (Roslin)
KENI, 550, 5 KW (DA-1) , TALK/NEWS ABC I, NBC, $ 17.00 (Katz)
KFQD, 750, 50 KW , AC , $ 31.00 (Mc-Guild)
KHAR, 590, 5 KW (DA-1) , BTFL/EZ , $ 14.00 (Tacher)
KKSD, 1080, 10 KW (DA-1) , NOSTALGIA SMN, ABC E, $ 11.00 (MMR) Comm. Pacific
KYAK, 650, 50 KW (DA-1) , COUNTRY MBS, $ 20.00 (Christal) Olympia

KASH-F, 107.5, 100 KW @ -300, COUNTRY ABC E, $ 22.00 (MMR) Comm. Pacific
KEAG-F, 97.3, 100 KW @ 590, OLDIES , $ 20.00 (Republic)
KBFX-F, 100.5, 25 KW @ 179, CLASSIC ROCK , $ 17.00 (Katz)
KGOT-F, 101.3 26 KW @ -70, CHR MBS, $ 34.00 (Christal) Olympia
KKLV-F, 104.1 55 KW @ 61, AC APR, & 15.00 (Tacher)
KLEF-F, 98.1, 25 KW @ -85, CLASSICAL , $ 18.00 (CMBS)
KNIK-F, 105.3, 60 KW @ 260, JAZZ/NAC CBS, $ 15.00 (Roslin)
KPXR-F, 102.1, 25 KW @ 165, CHR , $ 31.00 (Katz) Ingstad
KWHL-F, 106.5, 50 KW @ -99, AOR , $ 34.00 (Mc-Guild)
KYMG-F, 98.9, 100 KW @ 500, AC APR, $ 15.00 (Republic)

MISCELLANEOUS COMMENTS: KENI-F changed to KBFX-F and format from AC to CLASSIC AOR (Sep)...

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 134/258,600
MSA Rank/Pop: 149/316,000
Green Bay ADI
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 22/14
Diaries: 763/339:1/69.4%
Sample Target: 640
% Below Line: 22.2
% Not Listed: 14.1

1989 Revenue: $7,700,000
HH Inc.: $34,920
Retail $: 2.1 Bil
Pop per Station: 18,471
#1 Biller: WAPL-F $2,200,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAPL-F	(AOR)	69/15.6	16.0	12.0	15.2	14.8	----	163/1886	757/29.3	28.7	27.0	96	20.4	87	969	WAPL-F
2. WIXX-F	(CHR)	48/10.9	8.9	12.7	11.8	9.5	----	184/2310	816/31.6	29.9	30.8	91	15.0	64	858	WIXX-F
3. WMGV-F	(CHR)	41/ 9.3	8.5	10.4	7.1	6.3	----	51/811	564/21.8	24.0	27.3	101	9.6	41	564	WMGV-F
4. WROE-F	(EZ)	25/ 5.7	6.7	7.1	9.1	9.0	----	31/427	349/13.5	16.4	15.5	53	4.0	17	232	WROE-F
5. WHBY	(MOR)	24/ 5.4	3.6	7.6	5.4	8.5	----	26/513	443/17.1	14.2	19.2	72	5.4	23	344	WHBY
6. WNAM	(BB)	22/ 5.0	4.3	1.8	2.2	4.5	----	33/385	236/ 9.1	13.0	10.0	86	3.5	15	190	WNAM
7. WYNE	(C)	20/ 4.5	4.7	3.8	5.2	5.0	----	25/365	224/ 8.7	10.4	9.1	76	3.3	14	154	WYNE
8. WDUZ-F	(EZ)	18/ 4.1	3.6	2.2	3.9	2.3	----	86/948	229/ 8.9	9.0	7.5	105	1.6	7	132	WDUZ-F
9. WUSW-F	(C)	16/ 3.6	4.9	4.7	4.2	4.8	----	21/285	218/ 8.4	10.4	10.6	119	3.0	13	131	WUSW-F
10. WGEE	(C)	14/ 3.2	3.2	1.8	2.2	2.5	----	43/591	194/ 7.5	8.0	6.7	94	2.8	12	184	WGEE
11. WOSH	(MOR)	12/ 2.7	3.4	5.1	3.9	4.3	----	14/242	181/ 7.0	9.1	10.6	78	4.0	17	287	WOSH
WKFX-F	(O)	12/ 2.7	3.8	3.1	4.9	4.5	----	26/505	292/11.3	12.3	10.3	193	4.2	18	285	WKFX-F

12+ FM SHARE (METRO): 69.13% (262 of 379) (FAL 88: 65.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WROE-F	1 WAPL-F	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F
2 WMGV-F	2 WIXX-F	2 WIXX-F	2 WIXX-F<	2 WIXX-F	2 WNAM	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WIXX-F>	2 WIXX-F>
3 WAPL-F	3 WMGV-F	3 WMGV-F	3 WMGV-F>	3 WMGV-F>	WHBY	3 WMGV-F>	3 WMGV-F	3 WMGV-F>	3 WMGV-F>	3 WMGV-F
4	4	4	4 WKFX-F	4 WKFX-F	4 WYNE	4 WHBY >	4 WROE-F	4 WROE-F	4 WROE-F	4 WYNE
5	5	5	5 WUSW-F	5 WDUZ-F	5 WDUZ-F	5 WNAM	5 WHBY	5 WYNE	WOSH	5
6	6	6	6	WUSW-F	6 WGEE	6	6	6	6 WYNE	6
				WNAM	WAPL-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WAPL-F	1 WAPL-F	1 WAPL-F	1 WAPL-F<	1 WIXX-F
2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	WMGV-F
3 WMGV-F>>	3 WMGV-F	WMGV-F>>	3 WMGV-F	3 WAPL-F>
4 WFON-F	4	4	4	4 WDUZ-F
5	5	5	5	WROE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>
2 WIXX-F>	2 WIXX-F>	2 WIXX-F>	2 WIXX-F	2 WIXX-F
3 WMGV-F>	3 WMGV-F	3 WMGV-F	3 WMGV-F	3 WMGV-F
4 WYNE >>	4	4 WOZZ-F	4	4 WKFX-F
5	5	WKFX-F	5	5 WNAM
				WHBY

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		89 (2)	89 (2)	23.5	27.0
AOR/CLASSIC		69 (1)	69 (1)	18.2	14.0
AC/OLDIES/SOFT ROCK	7 (1)	29 (4)	36 (5)	9.5	10.1
MOR/VARIETY	39 (3)		39 (3)	10.3	16.1
COUNTRY	34 (2)	20 (2)	54 (4)	14.2	12.5
BLACK/URBAN					
BEAUTIFUL/EASY		43 (2)	43 (2)	11.3	10.9
NEWS/TALK					
NOSTALGIA	28 (2)		28 (2)	7.4	3.1
RELIGION/GOSPEL		9 (1)	9 (1)	2.4	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	9 (1)	3 (1)	12 (2)	3.2	4.7
	117 (9)	262 (13)	379 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEMI-F	100.1	Neenah-Menasha	2.0/5.1/ 16/ 269
WMBE	1530	Chilton	1.4/2.1/ 21/ 137
WOZZ-F	93.5	New London	2.0/11.6/ 35/ 606
WQWM	1050	Kaukauna	1.6/6.1/ 11/ 291
WRJQ	1570	Appleton	2.0/5.8/ 13/ 252
WFON-F	107.1	Fond Du Lac	1.4/5.7/ 16/ 295
WJLW-F	95.9	De Pere/Gr.Bay	0.9/1.7/ 21/ 287
WMGU-F	104.9	Stevens Point	0.7/2.2/ 3/ 58
WTMJ	620	Milwaukee	0.7/3.3/ 12/ 297
WYCO-F	107.9	Wausau	0.5/1.8/ 6/ 153

RADIO STATIONS

WHBY, 1230, 1 KW	, MOR	CBS, $	25.00 (Eastman)	Woodward
WMBE, 1530, 250 W (DAYS)	, NOSTALGIA	, $	6.00 (---)	(CHILTON)
WNAM, 1280, 5 KW/1 KW (DA-1)	, AC	ABC I, $	16.00 (K & P)	
WOSH, 1490, 1 KW	, MOR	NBC, $	17.00 (HNWH)	Midwest Family
WQWM, 1050, 1 KW/500 W (DA-2)	, OLDIES	, $	13.00 (Katz)	
WRJQ, 1570, 1 KW/331 W	, NOSTALGIA	, $	13 (---)	
WYNE, 1150, 5 KW (DA-2)	, COUNTRY	ABC E, $	19.00 (Republic)	Fox Valley
WAPL-F, 105.7, 100 KW @ 410	, AOR	, $	46.00 (Eastman)	Woodward
WKFX-F, 104.9, 1 KW @ 480	, OLDIES	ABC R, $	19.00 (Katz)	WinCom
WMGV-F, 103.9, 3 KW @ 330	, CHR	SOURCE, $	23.00 (HNWH)	Midwest Family
WROE-F, 94.3, 3 KW @ 330	, BTFL/EZ	APR, $	21.00 (Republic)	Fox Valley
WUSW-F, 96.7, 3 KW @ 293	, COUNTRY	ABC I, $	15.00 (K & P)	

OTHER RANKED STATIONS -- See Green Bay

ATLANTA

Arbitron Rank/Pop (12+): 12/2,305,200

MSA Rank/Pop: 11/2,830,000
ADI # 12
Average Person Ratings: 17.0
Market TSL: 22.15 hours

Stations: 23/22
Diaries: 2015/1144:1/54.9%
Sample Target: 1840
% Below Line: 0.3
% Not Listed: 11.3

1989 Revenue: $112,000,000
HH Inc.: $31,892
Retail $: 24.4 Bil
Pop per Station: 104,781
#1 Biller: WSB $13,300,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F	(B)	510/13.1	14.4	9.9	8.8	7.8	11.6	586/4942	4274/18.5	17.1	16.6	94	18.6	842	6629	WVEE-F
2. WPCH-F	(EZ)	341/ 8.7	6.6	8.1	9.9	7.6	8.3	387/4842	4193/18.2	16.9	16.1	92	6.7	301	3372	WPCH-F
3. WSB -F	(AC)	338/ 8.6	9.5	9.6	9.2	10.4	9.2	394/6096	5230/22.7	22.5	23.6	129	7.7	347	4257	WSB -F
4. WAPW-F	(CHR)	317/ 8.1	9.5	9.4	8.9	7.8	9.0	447/6155	4445/19.3	21.2	16.6	47	10.6	481	5041	WAPW-F
5. WSB	(MOR)	298/ 7.6	5.8	7.3	6.4	7.4	6.8	307/5156	4872/21.1	19.2	20.0	72	5.7	259	3632	WSB
6. WKLS-F	(AOR)	274/ 7.0	6.8	5.8	6.4	8.3	6.5	349/4750	3816/16.6	16.5	17.5	86	10.1	456	4876	WKLS-F
7. WFOX-F	(O)	228/ 5.8	5.3	5.2	5.3	4.2	5.4	351/5346	3814/16.5	15.6	15.0	141	5.1	233	3404	WFOX-F
8. WYAY-AF	(C)	217/ 5.5	4.6	8.2	7.2	8.2	6.4	285/4246	2840/13.4	20.4	20.6	105	6.9	229	3276	WYAY-AF
9. WKHX-F	(C)	184/ 4.7	7.1	7.7	7.7	6.4	6.8	236/3493	2547/11.0	15.0	12.8	115	4.7	211	2167	WKHX-F
10. WZGC-F	(AOR)	183/ 4.7	6.1	5.7	4.9	5.5	5.3	206/3586	3224/14.0	14.9	17.7	123	5.1	230	3290	WZGC-F
11. WSTR-AF	(AC)	148/ 3.8	4.5	3.3	5.2	4.3	4.2	168/3367	3117/13.5	14.8	14.3	129	4.5	201	3353	WSTR-AF
12. WAOK	(G)	143/ 3.7	3.4	2.8	3.1	2.9	3.3	143/1448	1448/ 6.3	6.8	5.3	97	2.5	112	1279	WAOK
13. WGST	(N/T)	136/ 3.5	2.6	3.4	2.5	2.5	3.0	151/2451	2359/10.2	10.2	8.7	106	2.7	122	1816	WGST
14.																

12+ FM SHARE (METRO): 79.62% (2759 of 3465) (FAL 88: 80.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WPCH-F	1 WVEE-F	1 WSB -F<	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>>
2 WVEE-F>>	2 WKLS-F	SB -F	2 WSB -F>	2 WSB -F>	2 WSB >	2 WSB	2 WPCH-F<	2 WSB -F<	2 WAPW-F>	2 WSB >>
3 WKLS-F	3 WAPW-F<	3 WKLS-F	3 WFOX-F>	3 WFOX-F<	3 WSB -F	3 WSB -F	3 WVEE-F>	3 WPCH-F<	3 WKLS-F	3 WPCH-F
4	4 WSB -F	4 WFOX-F	4 WKLS-F<	4 WPCH-F>	4 WYAY-AF	4 WPCH-F	4 WKLS-F	4 WAPW-F	4 WSB	4 WAOK >>
5	5 WZGC-F	5 WAPW-F<	5 WZGC-F<	5 WKLS-F<	WFOX-F	5 WAPW-F<	5 WFOX-F<	5 WKLS-F	5 WSB -F	5 WYAY-F
6	6 WSTR-AF	6 WZGC-F	6 WPCH-F	6 WZGC-F<	6 WVEE-F	6 WKLS-F	6 WYAY-AF	6 WSB	6 WPCH-F	WSB -F
7	7 WKHX-F	7 WPCH-F	7	7 WYAY-AF	7 WGST	7 WYAY-AF	7 WAPW-F	WFOX-F<	7 WFOX-F>	7 WAPW-F
8	8	8	8		8		8	8 WYAY-AF	8 WYAY-AF	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WVEE-F	1 WVEE-F	1 WSB -F<	1 WVEE-F<	1 WSB -F
2 WAPW-F	2 WSB -F	2 WVEE-F>	2 WSB -F>	2 WVEE-F>
3 WKLS-F>	3 WAPW-F	3 WSTR-AF>	3 WFOX-F<	3 WPCH-F
4 WSB -F>	4 WKLS-F	4 WFOX-F<	4 WAPW-F	4 WFOX-F
5 WZGC-F<	5 WSTR-AF	5 WZGC-F<	5 WPCH-F	5 WYAY-AF<
6 WSTR-AF	6 WZGC-F	6 WAPW-F	6 WSTR-AF<	6 WKHX-F
WPCH-F	7 WFOX-F	7 WKLS-F	7 WKLS-F<	7 WAOK
8 WAOK	8	WAOK	8 WYAY-AF	8 WSTR-AF
			9 WKHX-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVEE-F	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>
2 WKLS-F	2 WKLS-F>	2 WKLS-F	2 WKLS-F>	2 WKLS-F
3 WAPW-F>	3 WZGC-F	3 WZGC-F>	3 WZGC-F	3 WFOX-F<
4 WZGC-F	4 WAPW-F	4 WSB -F	4 WSB -F<	4 WZGC-F<
5 WYAY-AF	5 WSTR-AF	WKHX-F	5 WFOX-F	5 WSB -F
6 WKHX-F	6 WKHX-F	6 WSTR-AF	6 WAPW-F	6 WPCH-F
7 WSTR-AF	7 WSB -F	7 WAPW-F	7 WSB <	7 WSB
8 WSB -F	8	8	8 WYAY-AF	8
			9 WKHX-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		317 (1)	317 (1)	9.1	15.1
AOR/CLASSIC		457 (2)	457 (2)	13.2	9.3
AC/OLDIES/SOFT ROCK	6 (1)	708 (3)	714 (4)	20.6	21.4
MOR/VARIETY	298 (1)		298 (1)	8.6	8.4
COUNTRY		401 (3)	401 (3)	11.6	14.1
BLACK/URBAN	18 (1)	510 (1)	528 (2)	15.2	13.7
BEAUTIFUL/EASY		341 (1)	341 (1)	9.8	8.6
NEWS/TALK	176 (2)		176 (2)	5.1	3.5
NOSTALGIA					
RELIGION/GOSPEL	143 (1)	13 (1)	156 (2)	4.5	1.7
SPANISH					
CLASSICAL	14 (1)		14 (1)	0.4	0.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS	51 (3)	12 (1)	63 (4)	1.8	0.9
	706 (10)	2759 (13)	3465 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA /SHARE/RTG/AQH /CUME
WAFS	920	Atlanta	0.3/0.5/12/124
WALR-F	104.7	Athens/Atlanta	0.3/2.0/46/991
WCNN	680	No. Atlanta	1.0/5.0/40/1183
WGKA	1190	Atlanta	0.4/0.8/14/180
WIGO	1340	Atlanta	0.5/0.0/18/500
WNIV	970	Atlanta	0.4/1.1/14/263
WXLL	1310	Decatur	0.6/0.8/25/194
WVFJ-F	93.3	Manchester	0.3/1.6/25/508

AM STATIONS

WAOK,	1380,	5 KW	, BLACK	NBN, NBC,	$ 60.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N)	, NEWS/TALK	CNN, NBC,	$ 42.00	(HNWH)	
WGST,	640,	50 KW/1 KW (DA-2)	, NEWS/TALK	ABC I, NBS,	$ 80.00	(Eastman)	Jacor
WGKA,	1190,	10 KW (DAYS)	, CLASSICAL	,	$ 36.00	(CMBS)	
WIGO,	1340,	1 KW (DA-1)	, BLACK	SBN,	$ 40.00	(---)	
WKHX,	590,	5 KW (DA-N)	, BASIC SIMULCAST WITH WKHX-F				
WNIV,	970,	5 KW (DAYS, DA)	, RELIGION	,	$ 20.00	(---)	
WQXI,	790,	5 KW/1 KW (DA-N)	, SIMULCAST WITH WSTR-F				
WSB ,	750,	50 KW	, MOR/TALK	ABC T, APR.	$ 190.00	(Christal)	Cox

FM STATIONS

WAPW,	99.7,	100 KW @ 1000,	CHR	,	$ 154.00	(Durpetti)	Susquehanna
WFOX,	97.1,	97 KW @ 1566,	OLDIES	,	$ 145.00	(MMR)	Shamrock
WKHX,	101.5,	99 KW @ 950,	COUNTRY	,	$ 175.00	(Republic)	Cap Cities/ABC
WKLS,	96.1,	99 KW @ 950,	AOR	,	$ 170.00	(Katz)	Great American
WPCH,	94.9,	99 KW @ 986,	BTFL/EZ	CBS,	$ 165.00	(Eastman)	Jacor
WSTR,	94.1,	100 KW @ 914,	AC	,	$ 170.00	(Banner)	Jeff-Pilot
WSB ,	98.5,	100 KW @ 920,	AC	,	$ 213.00	(Christal)	Cox
WVEE,	103.3,	100 KW @ 1022,	BLACK	SOURCE,	$ 200.00	(Mc-Guild)	Summit
WYAY,	106.7,	99 KW @ 1400,	COUNTRY	,	$ 195.00	(MMR)	NewCity (GAINESVILLE)
WYAI,	104.1,	60 KW @ 1200,	COUNTRY (BASIC SIMULCAST WITH WYAY-F)				
WZGC,	92.9,	99 KW @ 910,	CLASSIC AOR	,	$ 147.00	(HNWH)	Cook Inlet

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
WQXI-F changes to WSTR-F (Nov)	We have classified WQXI (now WSTR) as AC for a number of years...	

MISCELLANEOUS COMMENTS: WYAY and WYAI are simulcasted and their figures are combined for the purpose of these rankings even though Arbitron's software would not allow them to accomplish this.

ATLANTIC CITY

Arbitron Rank/Pop (12+): 164/182,300

MSA Rank/Pop: 151/316,000
Philadelphia ADI
Average Person Ratings: 18.7
Market TSL: 25.00 hours

Stations: 31/9
Diaries: 668/273:1/48.0%
Sample Target: 550
% Below Line: 36.4
% Not Listed: 13.5

1989 Revenue: $7,500,000
HH Inc.: $25,262
Retail $: 3.0 Bil
Pop per Station: 20,255
#1 Biller: WAYV-F $2,600,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFPG-F	(EZ)	34/10.0	8.8	12.3	14.2	----	----	41/512	399/21.9	19.9	19.6	120				WFPG-F
WAYV-F	(AC)	34/10.0	14.4	13.3	17.7	----	----	36/471	464/25.5	31.2	27.2	127				WAYV-F
3. WUSS	(B)	27/ 7.9	5.6	4.6	1.3	----	----	27/196	196/10.8	10.4	8.7	110				WUSS
4. WZXL-F	(AOR)	22/ 6.5	4.4	4.6	2.8	----	----	47/496	279/15.3	11.5	9.9	143				WZXL-F
WRDR-F	(BB)	22/ 6.5	3.8	2.5	4.4	----	----	26/225	165/ 9.1	7.7	6.0	42				WRDR-F
6. WMID	(AC)	18/ 5.3	6.2	7.7	7.9	----	----	23/282	244/13.4	10.8	14.5	51				WMID
WMGM-F	(CHR)	18/ 5.3	7.6	8.3	6.3	----	----	28/432	286/15.7	19.5	16.0	100				WMGM-F
8. WSLT-F	(CL)	17/ 5.0	0.3	0.6	0.6	----	----	31/280	167/ 9.2	2.8	4.3	54				WSLT-F
9. WMMR-F	(AOR)	15/ 4.4	5.3	4.0	6.3	----	----	17/369	280/15.4	15.1	11.7	136				WMMR-F
10. WMID-F	(AC)	11/ 3.2	3.8	5.6	3.2	----	----	11/208	172/ 9.4	11.6	16.3	103				WMID-F

12+ FM SHARE (METRO): 78.64% (232 of 295) (FAL 88: 81.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F	1 WZXL-F	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WFPG-F	1 WAYV-F	1 WFPG-F>	1 WFPG-F	1 WMID >	1 WCAU
WUSS	WAYV-F>	2 WZXL-F	2 WFPG-F	2 WFPG-F	2 WRDR-F	2 WUSS	2 WAYV-F	2 WAYV-F>	2 WAYV-F	WUSS
WMGM-F	3 WMMR-F	3 WFPG-F	3 WZXL-F	3 WZXL-F	3 WMID	3 WFPG-F	3 WZXL-F	3 WZXL-F	3 WFPG-F	3 WMID
WAYV-F>	4 WMGM-F	4 WUSS	4 WUSS	4 WUSS >	4 WUSS	4 WRDR-F	4 WRDR-F>	4 WSLT-F	4 WUSS	WFPG-F
5 WBSS-F	5 WUSS	5 WMMR-F	5 WMMR-F	5 WMMR-F	5 WSLT-F	5 WMID	5 WSLT-F	5 WRDR-F<	5	WAYV-F
6	6	WMGM-F	6 WMGM-F	6	6	6	6	6 WUSS	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMGM-F	1 WAYV-F>	1 WAYV-F>	1 WAYV-F	1 WFPG-F	1 WZXL-F	1 WZXL-F>	1 WZXL-F>>	1 WZXL-F	1 WZXL-F
2 WAYV-F>	2 WZXL-F	2 WUSS >	2 WFPG-F	2 WAYV-F	WAYV-F>	2 WAYV-F	2 WMMR-F	2 WAYV-F>	2 WAYV-F>
3 WZXL-F>	WMGM-F	3 WZXL-F>	3 WUSS	3 WUSS	3 WMMR-F>	3 WMMR-F	WAYV-F>>	3 WMMR-F>	3 WMMR-F
4 WXTU-F	4 WUSS	4 WUSL-F	WMGM-F	4	4 WYSP-F	4	4	4 WUSS	WFPG-F
WMMR-F	5 WMMR-F	WMMR-F	5 WZXL-F	5	WSLT-F	5	5	WFPG-F	5
WFPG-F>>	WFPG-F	WFPG-F>>	6	6	WUSS	6	6	6	6
					WMID-F>>				

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		31 (4)	31 (4)	10.5	26.6
AOR/CLASSIC		49 (4)	49 (4)	16.6	10.9
AC/OLDIES/SOFT ROCK	18 (1)	53 (6)	71 (7)	24.1	12.0
MOR/VARIETY					
COUNTRY		10 (1)	10 (1)	3.4	5.2
BLACK/URBAN	28 (2)	6 (1)	34 (3)	11.5	11.2
BEAUTIFUL/EASY	6 (1)	36 (2)	42 (3)	14.2	16.5
NEWS/TALK	10 (3)	5 (1)	15 (4)	5.1	1.5
NOSTALGIA		22 (1)	22 (1)	7.5	12.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		19 (2)	19 (2)	6.4	
JAZZ/NEW AGE					
UNKNOWN/OTHERS	1 (1)	1 (1)	2 (2)	0.7	3.7
	63 (8)	232 (23)	295 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFPG	1450	Atlantic City	1.8/6.1/ 7/ 119
WOND	1400	Pleasntvl/AtlCt	0.3/5.1/ 5/ 116
KYW	1060	Philadelphia	0.6/3.9/ 6/ 193
WBSS-F	97.3	Millville/Vnlnd	2.1/8.4/ 10/ 268
WCAU	1210	Philadelphia	1.8/6.4/ 15/ 273
WCMC	1230	Wildwood	0.3/1.3/ 8/ 136
WEAZ-F	101.1	Philadelphia	0.6/4.1/ 3/ 98
WEGX-F	106.1	Philadelphia	0.6/4.2/ 2/ 77
WFLN-F	95.7	Philadelphia	0.6/2.1/ 2/ 61
WIOQ-F	102.1	Philadelphia	2.1/7.4/ 7/ 134
WIP	610	Philadelphia	0.6/3.3/ 3/ 107
WKSZ-F	100.3	Media	0.6/2.9/ 2/ 53
WKTU-F	98.3	Ocean City	1.2/3.2/ 8/ 165
WMGK-F	102.9	Philadelphia	0.6/2.5/ 2/ 46
WOGL-F	98.1	Philadelphia	0.6/3.1/ 3/ 70
WSNI-F	104.5	Philadelphia	0.6/1.7/ 2/ 52
WUSL-F	98.9	Philadelphia	1.8/6.0/ 6/ 109
WVLT-F	92.1	Vineland	0.3/1.9/ 1/ 34
WWDB-F	96.5	Philadelphia	1.5/2.7/ 12/ 119
WXTU-F	92.5	Philadelphia	2.9/7.0/ 12/ 179
WYSP-F	94.1	Philadelphia	1.5/5.4/ 6/ 136

RADIO STATIONS

WFPG, 1450, 1 KW , EZ
WMID, 1400, 1 KW , OLDIES ABC, MBS, $ 14.00 (Mc-Guild)
WOND, 1490, 1 KW/250 W , BLACK ABC E, MBS, $ 16.00 (K & P)

WAYV-F, 95.1, 50 KW @ 330, CHR , $ 42.00 (Katz) Ragan Henry (P)
WFPG-F, 96.9, 50 KW @ 400, SOFT AC , $ 31.00 (Eastman) Hartstone-Dickstein
WMGM-F, 103.7, 50 KW @ 395, CHR , $ 24.00 (Mc-Guild)
WMID-F, 99.3, 3 KW @ 290, AC , $ 19.00 (Republic)
WZXL-F, 100.7, 38 KW @ 330, AOR , $ 16.00 (Durpetti) (WILDWOOD)

OTHER RANKED STATIONS -- See Philadelphia

MISCELLANEOUS COMMENTS: WAYV-F sold to Ragan Henry for $17,000,000 (Mahlman)

AUSTIN

Arbitron Rank/Pop (12+): 58/634,000

MSA Rank/Pop: 66/753,000
ADI # 72
Average Person Ratings: 16.1
Market TSL: 21.50 hours

Stations: 22/18
Diaries: 1150/551:1/49.4%
Sample Target: 1000
% Below Line: 2.3
% Not Listed: 18.5

1989 Revenue: $23,000,000
HH Inc.: $27,114
Retail $: 5.3 Bil
Pop per Station: 35,222
#1 Biller: KASE-F $4,500,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING ·	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	157/15.4	12.7	13.4	13.4	14.9	13.7	238/2278	1567/24.7	23.6	24.0	116	15.3	166	1639	KASE-F
2. KLBJ-F (AOR)	108/10.6	9.2	8.7	9.6	9.9	9.5	129/1732	1398/22.1	22.7	23.9	92	11.8	128	1643	KLBJ-F
3. KBTS-F (CHR)	92/ 9.0	10.2	11.0	9.4	9.1	9.9	165/2365	1498/23.6	26.4	21.8	67	11.5	125	2037	KBTS-F
4. KKMJ-F (AC)	80/ 7.8	7.0	7.2	9.4	8.9	7.8	87/1330	1198/18.9	17.1	20.3	137	6.9	75	1197	KKMJ-F
5. KHFI-F (CHR)	67/ 6.6	6.0	7.0	6.3	5.4	6.5	71/1215	1162/18.3	20.8	17.5	48	9.4	102	1750	KHFI-F
6. KLBJ (N/T)	43/ 4.2	4.3	4.3	4.5	5.3	4.3	53/1124	992/15.6	13.4	14.5	79	4.1	45	861	KLBJ
KEYI-F (AC)	43/ 4.2	4.6	5.5	6.4	6.8	5.2	60/1099	864/13.6	13.5	17.0	131	4.1	45	670	KEYI-F
8. KPEZ-F (AOR)	42/ 4.1	4.3	4.5	2.4	3.5	3.8	43/743	730/11.5	13.4	13.6	120	4.0	43	716	KPEZ-F
9. KVET (C)	27/ 2.6	2.2	2.3	2.7	2.4	2.5	29/452	396/ 6.2	7.7	6.9	100	1.9	21	340	KVET
10. KLTD-F (O)	24/ 2.4	3.2	2.3	3.0	----	2.7	47/798	471/ 7.4	7.9	0.0	146	1.1	12	408	KLTD-F
11. KAPT-F (EZ)	23/ 2.3	2.4	1.3	4.1	2.9	2.5	25/461	366/ 5.8	6.9	6.9	91	2.0	22	299	KAPT-F
12. KQFX-F (O)	22/ 2.2	3.1	4.4	3.2	4.5	3.2	22/518	503/ 7.9	11.3	15.4	145	2.9	31	470	KQFX-F
KGSR-F (J/NA)	22/ 2.2	2.9	2.4	----	----	1.9	22/458	446/ 7.0	6.9	0.0	159	4.4	48	665	KGSR-F
14. KTXZ (SP)	19/ 1.9	1.6	1.3	1.4	0.7	1.5	19/174	174/ 2.7	1.8	2.5	137	0.4	4	70	KTXZ
15. KFON (T)	18/ 1.8	1.1	1.3	1.6	2.2	1.5	18/260	236/ 3.7	4.0	2.9	28	1.5	16	219	KFON

12+ FM SHARE (METRO): 83.03% (690 of 831) (FAL 88: 82.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBTS-F	1 KLBJ-F>	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>>	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KASE-F<	1 KASE-F>>
2 KHFI-F	2 KBTS-F	2 KLBJ-F>	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KLBJ-F	2 KLBJ-F<	2 KLBJ-F>	2 KBTS-F	2 KKMJ-F
3	3 KASE-F	3 KKMJ-F	KKMJ-F>	3 KLBJ-F>	3 KLBJ >	3 KKMJ-F	3 KKMJ-F>	3 KBTS-F	3 KLBJ-F	3 KLBJ
4	4 KHFI-F	KBTS-F>	4 KBTS-F	4 KBTS-F	4 KVET	4 KBTS-F>	4 KBTS-F>	4 KKMJ-F>	KHFI-F>	4 KBTS-F
5	5 KKMJ-F	5 KHFI-F	5 KEYI-F	5 KEYI-F	5 KAPT-F	5 KHFI-F<	5 KPEZ-F<	5 KHFI-F	5 KKMJ-F	5 KLBJ-F
6	6 KPEZ-F	6 KPEZ-F<	6 KPEZ-F	6 KPEZ-F	6	6 KLBJ	6 KEYI-F	6 KEYI-F	6	6 KEYI-F
		7 KEYI-F				7 KEYI-F				7 KHFI-F>>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBTS-F>	1 KBTS-F>	1 KBTS-F	1 KASE-F	1 KASE-F
2 KHFI-F	2 KLBJ-F	2 KKMJ-F	2 KBTS-F<	2 KKMJ-F>
3 KLBJ-F	3 KASE-F<	3 KLBJ-F	3 KKMJ-F>	3 KBTS-F
4 KASE-F>	4 KKMJ-F	4 KASE-F	4 KLBJ-F	4 KEYI-F
5 KKMJ-F	KHFI-F	5 KEYI-F	5 KEYI-F	5 KLBJ-F
6 KPEZ-F	6 KEYI-F	6 KPEZ-F	6 KHFI-F	6
KEYI-F	7 KPEZ-F	7 KHFI-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLBJ-F>>	1 KLBJ-F>>	1 KLBJ-F>	1 KLBJ-F	1 KASE-F>
2 KHFI-F	2 KASE-F>	2 KASE-F>	2 KASE-F>>	2 KLBJ-F>
3 KBTS-F	3 KBTS-F	3 KPEZ-F	3 KKMJ-F	3 KKMJ-F
4 KASE-F>>	4 KHFI-F	4 KBTS-F	4 KPEZ-F	4 KPEZ-F
5 KPEZ-F	5 KPEZ-F	5 KKMJ-F	KBTS-F<	5 KLBJ
KKMJ-F	6	6 KGSR-F	6 KHFI-F	6 KLTD-F
				KGSR-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		159 (2)	159 (2)	19.1	18.2
AOR/CLASSIC		155 (3)	155 (3)	18.7	16.7
AC/OLDIES/SOFT ROCK	4 (1)	169 (4)	173 (5)	20.8	29.0
MOR/VARIETY					
COUNTRY	27 (1)	157 (1)	184 (2)	22.1	21.7
BLACK/URBAN					
BEAUTIFUL/EASY		23 (1)	23 (1)	2.8	2.7
NEWS/TALK	67 (3)		67 (3)	8.1	8.3
NOSTALGIA					
RELIGION/GOSPEL	4 (1)		4 (1)	0.5	1.2
SPANISH	26 (2)	5 (1)	31 (3)	3.7	0.9
CLASSICAL					
JAZZ/NEW AGE		22 (1)	22 (1)	2.6	
UNKNOWN/OTHERS	13 (1)		13 (1)	1.6	1.2
	141 (9)	690 (13)	831 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KIXL	970	Del Valle/Austn	0.4/2.8/ 4/ 180
KMOW	1490	Austin	0.4/1.8/ 5/ 137
KTAE	1260	Taylor	1.3/1.8/ 19/ 183
KISS-F	99.5	San Antonio	0.5/2.2/ 5/ 138
KSAH	720	Universal City	0.7/1.5/ 10/ 156
KZVE-F	107.5	San Antonio	0.5/1.9/ 5/ 150
WOAI	1200	San Antonio	0.6/3.2/ 20/ 404

RADIO STATIONS

KIXL,	970,	1 KW	, GOSPEL/BLACK	,	$ 10.00	(Republic)		
KLBJ,	590,	5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS,	$ 40.00	(Eastman)		
KFON,	1370,	5 KW/500 W (DA-2)	, TALK	ABC T,	$ 18.00	(K & P)		
KTXZ,	1560,	2.5 KW (DA-2)	, HISPANIC	US 2,	$ 12.00	(Katz Hisp.)		
KVET,	1300,	5 KW/1 KW (DA-2)	, COUNTRY	ABC I,	$ 31.00	(Katz)		
KAPT-F,	94.7,	97 KW @ 1154,	BTFL/EZ	,	$ 23.00	(Durpetti)		(LULING)
KASE-F,	100.7,	100 KW @ 1190,	COUNTRY	,	$ 100.00	(Katz)		
KBTS-F,	93.3,	93 KW @ 1983,	CHR	,	$ 60.00	(Christal)	Genesis/Booth	
KEYI-F,	103.5,	90 KW @ 1260,	AC	,	$ 50.00	(Republic)	Degree	
KGSR-F,	107.1,	3 KW @ 300,	JAZZ/NAC	,	$ 25.00	(Mc-Guild)	Beta	(BASTROP)
KHFI-F,	98.3,	1 KW @ 420,	CHR	,	$ 48.00	(Republic)	Encore	
KKMJ-F,	95.5,	100 KW @ 1000,	AC	,	$ 83.00	(CBS)	Keymarket	
KLBJ-F,	93.7,	97 KW @ 1057,	AOR	,	$ 75.00	(Eastman)		
KLTD-F,	99.1,	19 KW @ 300,	OLDIES	TRNSTR,	$ 25.00	(Torbet)	Shamrock-Lynett	(LAMPASAS) ---
KPEZ-F,	102.3,	3 KW @ 300,	CLASSIC AOR	,	$ 39.00	(Christal)	Clear Channel	
KQFX-F,	96.7,	28 KW @ 300,	OLDIES	,	$ 32.00	(Banner)	Capitol-Johnson	(GEORGETOWN)

MISCELLANEOUS COMMENTS: KOKE changes to KFON and format change from EZ to TALK (Nov)...

BAKERSFIELD

Arbitron Rank/Pop (12+): 98/357,700

MSA Rank/Pop: 93/531,000
ADI # 141
Average Person Ratings: 16.0
Market TSL: 21.50 hours

Stations: 26/23
Diaries: 809/442:1/48.2%
Sample Target: 750
% Below Line: 2.8
% Not Listed: 16.3

1989 Revenue: $14,000,000
HH Inc.: $27,865
Retail $: 3.3 Bil
Pop per Station: 15,552
#1 Biller: KUZZ-AF $2,800,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KUZZ-AF (C)	104/18.2	18.4	18.0	15.4	24.1	----	126/1395	1029/28.8	39.4	31.0	109	27.9	161	1624	KUZZ-AF
2. KKXX-F (CHR)	76/13.3	13.2	11.9	6.7	----	----	78/1099	1071/29.9	27.9	29.2	68	14.6	84	1137	KKXX-F
3. KWAC (SP)	45/ 7.9	7.2	4.5	3.4	6.5	----	49/395	373/10.4	9.0	8.4	104	3.1	18	233	KWAC
4. KLLY-F (AC)	28/ 4.9	4.8	4.5	3.3	4.5	----	34/478	429/12.0	11.4	10.4	129	4.0	23	344	KLLY-F
5. KGFM-F (EZ)	27/ 4.7	6.8	8.0	6.8	6.3	----	27/398	366/10.2	12.5	13.0	81	2.6	15	374	KGFM-F
KERN (MOR)	27/ 4.7	6.2	5.0	4.6	4.7	----	27/448	438/12.2	11.9	12.2	115	3.5	20	355	KERN
7. KKBB-F (AOR)	25/ 4.4	8.9	8.0	5.2	1.1	----	25/345	345/ 9.6	14.2	12.4	114	6.9	40	392	KKBB-F
8. KERN-F (O)	22/ 3.9	4.8	6.2	9.6	7.9	----	27/521	466/13.0	17.6	20.7	146	6.1	35	601	KERN-F
9. KAFY (SP)	20/ 3.5	2.7	2.4	2.0	5.3	----	20/241	223/ 6.2	6.4	5.3	109	4.7	27	267	KAFY
10. KIWI-F (CL)	14/ 2.5	2.1	1.4	1.5	2.3	----	15/252	208/ 5.8	4.8	3.3	100	0.7	4	165	KIWI-F
11. KGEO (O)	13/ 2.3	3.5	5.0	5.0	2.1	----	13/305	305/ 8.5	10.8	11.1	139	2.4	14	385	KGEO
12. KBOS-F (CHR)	12/ 2.1	1.7	2.4	2.1	2.6	----	83/863	129/ 3.6	5.8	4.9	14	5.9	34	483	KBOS-F
KKRV-F (?)	12/ 2.1	0.6	0.7	0.7	3.1	----	12/105	105/ 2.9	1.5	1.7	90				KKRV-F

12+ FM SHARE (METRO): 61.72% (295 of 478) (FAL 88: 65.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F	1 KKXX-F>	1 KUZZ-AF	1 KUZZ-AF>	1 KUZZ-AF>>	1 KUZZ-AF>>	1 KUZZ-AF>	1 KUZZ-AF>>	1 KUZZ-F>	1 KKXX-F>	1 KSEQ-F<
2	2 KUZZ-AF>	2 KKXX-F>	2 KKXX-F	2 KKXX-F	2 KWAC >	2 KKXX-F	2 KKXX-F>	2 KKXX-F>	2 KUZZ-AF>>	2 KUZZ <
3	3 KKBB-F	3 KWAC	3 KWAC	3 KWAC	3 KGFM-F	3 KWAC >	3 KWAC<	3 KWAC<	3	3 KKXX-F
4	4 KLLY-F>	4 KLLY-F	4 KLLY-F	4 KLLY-F	4 KERN	4 KERN	4 KERN	4 KGFM-F	4	4 KWAC
5	5 KERN-F	KKBB-F	5 KERN-F	5 KERN-F<	5	5 KLLY-F	5 KKBB-F	5 KERN	5	5 KUZZ-F>
6	6	6	6	6 KERN	6	6	KGFM-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKXX-F>>	1 KKXX-F>>	1 KKXX-F>>	1 KKXX-F<	1 KUZZ-AF>	1 KKXX-F	1 KUZZ-AF	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>>
2 KUZZ-AF>>	2 KUZZ-AF>	2 KUZZ-AF	2 KUZZ-AF>	2 KWAC	2 KKBB-F>>	2 KKXX-F	2 KKXX-F	2 KKXX-F	2 KKXX-F
3 KLLY-F	3 KLLY-F>	KWAC	3 KWAC	KKXX-F>	3 KUZZ-AF	3 KKBB-F>	3 KLLY-F	3 KKBB-F	KERN
4 KBOS-F	4 KWAC	KLLY-F	4 KLLY-F>	4 KLLY-F	KBOS-F>	4 KLLY-F	KKBB-F	4 KERN	4 KWAC
KGFM-F	5 KAFY	5 KKBB-F	5 KGFM-F	5 KGFM-F	5 KWAC	KERN-F	KERN-F>	5 KWAC	KKBB-F
6	6	KAFY	KERN-F	6	KBAD >>	6	6	KERN-F	KERN-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		88 (2)	88 (2)	18.4	23.7
AOR/CLASSIC		25 (1)	25 (1)	5.2	9.2
AC/OLDIES/SOFT ROCK	13 (1)	50 (2)	63 (3)	13.2	12.5
MOR/VARIETY	33 (2)		33 (2)	6.9	8.0
COUNTRY	43 (1)	61 (1)	104 (2)	21.8	21.1
BLACK/URBAN					
BEAUTIFUL/EASY		27 (1)	27 (1)	5.6	9.2
NEWS/TALK	2 (1)		2 (1)	0.4	0.4
NOSTALGIA					0.4
RELIGION/GOSPEL	13 (2)	4 (1)	17 (3)	3.6	3.8
SPANISH	67 (.)	1 (1)	68 (4)	14.2	9.8
CLASSICAL		14 (1)	14 (1)	2.9	1.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (2)	25 (4)	37 (6)	7.7	0.4
	183 (12)	295 (14)	478 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBAD	1350	Bakersfield	1.4/1.6/ 8/ 59
KERI	1180	Wasco	1.9/4.1/ 13/ 203
KHIS	800	Bakersfield	0.4/2.1/ 2/ 74
KHIS-F	96.5	Bakersfield	0.7/4.3/ 4/ 194
KPMC	1560	Bakersfield	1.1/4.5/ 6/ 162
KRAB-F	106.3	Greenacres	1.5/3.7/ 8/ 131
KTKR	1310	Taft/Bakersf.	0.7/1.3/ 4/ 45
KTLM-F	103.9	Taft	0.5/1.3/ 3/ 47
KFI	640	Los Angeles	0.4/1.5/ 7/ 175
KSEQ-F	97.1	Visalia/Fresno	0.4/1.4/ 19/ 236

RADIO STATIONS

KAFY, 970,	1 KW	, HISPANIC	UPI,	$ 20.00	(Caballero)		
KERN, 1410,	1 KW	, OLDIES	,	$ 23.00	(Christal)	Brandon	
KGEO, 1230,	1 KW	, OLDIES	RADRAD,	$ 16.00	(Mc-Guild)		
KUZZ, 550,	5 KW (DA-2)	, SEE KUZZ-F					
KWAC, 1490,	1 KW	, HISPANIC	,	$ 30.00	(Lotus)		
KGFM-F, 101.5,	5 KW @ 1280,	BTFL/EZ	,	$ 30.00	(Mc-Guild)		
KIWI-F, 92.1,	3 KW @ 269,	CLASSICAL	,	$ 18.00	(CMBS)		
KKBB-F, 97.7,	3 KW @ 300,	AOR	,	$ 28.00	(Republic)		(SHAFTER)
KKXX-F, 105.3,	36 KW @ 580,	CHR	,	$ 26.00	(Banner)		(DELANO)
KLLY-F, 95.3,	2 KW @ 394,	AC	APR,	$ 20.00	(HNWH)	Buckley	
KERN-F, 94.1,	5 KW @ 1312,	OLDIES	,	$ 30.00	(Christal)	Brandon	
KUZZ-F, 107.9,	6 KW @ 1340,	COUNTRY	,	$ 53.00	(Katz)	Buck Owens	

MISCELLANEOUS COMMENTS: KQXR-F changes calls to KERN-F and format from CHR to OLDIES (Aug)...KRAB-F (Greenacres) signs on with CHR (Nov)...KKBB-F sold to Kohl for $3,300,000, (MVP; Americom)...KPMC sold to Buckley for $1,000,000 (Chapman)...

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,006,100
MSA Rank/Pop: 15/2,400,000
ADI # 22
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 32/20
Diaries: 1940/1034:1/54.1%
Sample Target: 1740
% Below Line: 11.2
% Not Listed: 12.0

1989 Revenue: $61,500,000
HH Inc.: $31,528
Retail $: 17.6 Bil
Pop per Station: 100,305
#1 Biller: WWMX-F $10,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WXYV-F (B)	326/ 9.1	7.3	7.6	6.6	8.7	7.7	338/3290	3168/15.8	14.8	16.0	89	11.3	426	4225	WXYV-F
2. WLIF-F (EZ)	284/ 7.9	9.1	8.6	9.9	8.7	8.9	306/3493	3271/16.3	16.7	16.6	73	4.5	171	1930	WLIF-F
3. WWMX-F (AC)	270/ 7.5	6.1	7.3	7.1	7.0	7.0	284/4022	3887/19.4	17.4	16.9	136	6.1	230	2764	WWMX-F
WBAL (N/T)	270/ 7.5	9.7	9.6	7.0	5.9	8.4	286/3903	3680/18.3	23.7	16.8	61	5.5	207	3295	WBAL
5. WBSB-F (CHR)	237/ 6.6	5.2	6.0	5.7	6.0	5.9	272/4268	3624/18.1	18.1	18.1	79	6.7	254	3728	WBSB-F
6. WIYY-F (AOR)	231/ 6.4	6.2	6.7	6.3	4.7	6.4	258/3414	3034/15.1	15.2	13.0	122	8.0	303	3695	WIYY-F
7. WPOC-F (C)	191/ 5.3	6.4	6.5	7.4	5.8	6.4	220/2834	2346/11.7	12.3	12.6	106	6.3	238	2449	WPOC-F
8. WQSR-F (O)	189/ 5.3	4.1	2.8	3.4	3.7	3.9	203/3094	2828/14.1	10.1	10.0	143	4.2	160	2222	WQSR-F
9. WCBM (N/T)	115/ 3.2	2.9	2.6	4.3	2.3	3.3	116/1195	1164/ 5.8	5.5	3.8	56	1.6	59	802	WCBM
10. WYST-F (AC)	110/ 3.1	2.3	2.3	2.8	2.8	2.6	111/1952	1912/ 9.5	8.5	9.0	132	1.9	73	1600	WYST-F
11. WWIN-F (B)	77/ 2.1	2.0	2.0	1.8	2.7	2.0	77/1356	1356/ 6.8	7.8	9.9	148	2.2	83	1300	WWIN-F
12. WHFS-F (AOR)	73/ 2.0	2.7	2.3	2.2	2.3	2.3	75/1129	1085/ 5.4	6.5	4.4	145	2.9	111	1698	WHFS-F
WGRX-F (AOR)	73/ 2.0	3.2	2.0	2.5	2.7	2.4	103/1890	1379/ 6.9	7.8	7.7	130	3.8	142	1690	WGRX-F
14. WCAO (C)	72/ 2.0	1.7	1.5	2.6	3.0	2.0	72/1086	1041/ 5.2	4.4	6.7	65	2.0	75	1133	WCAO
15. WWIN (B)	71/ 2.0	1.7	1.7	1.8	2.1	1.8	71/923	4.5	5.3	5.6	95	3.0	114	1154	WWIN
16. WBGR (REL)	67/ 1.9	3.0	2.1	2.4	2.4	2.3	71/796	762/ 3.8	4.9	5.0	79	4.1	157	1081	WBGR
17. WWDC-F (AOR)	56/ 1.6	1.3	1.6	2.3	2.5	1.7	58/1483	1335/ 6.7	7.4	8.5	106	1.4	54	1482	WWDC-F
18. WRBS-F (REL)	54/ 1.5	1.2	1.2	1.1	1.2	1.3	57/689	648/ 3.2	3.0	2.8	107	0.8	32	865	WRBS-F
19.															
20.															

12+ FM SHARE (METRO): 76.69% (2418 of 3153) (FAL 88: 74.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F	1 WIYY-F	1 WXYV-F<	1 WWMX-F	1 WWMX-F	1 WLIF-F<	1 WBAL	1 WLIF-F	1 WXYV-F	1 WXYV-F>	1 WXYV-F
2 WXYV-F	2 WXYV-F>	2 WWMX-F	2 WIYY-F<	2 WXYV-F	2 WBAL >	2 WXYV-F	2 WWMX-F	2 WLIF-F	2 WBSB-F	WBAL >>
3	3 WWMX-F	WIYY-F	3 WXYV-F	3 WIYY-F<	3 WWMX-F	3 WWMX-F	3 WXYV-F	WIYY-F<	3 WBAL	3 WPOC-F
4	4 WBSB-F>	4 WQSR-F	4 WQSR-F>	4 WQSR-F	4 WPOC-F	4 WIYY-F	4 WBAL <	4 WWMX-F<	4 WWMX-F	WIYY-F
5	5 WQSR-F	5 WBSB-F>	5 WBSB-F	5 WLIF-F<	5 WQSR-F	WBSB-F<	5 WIYY-F	5 WBSB-F	WIYY-F	5 WCBM
6	6 WHFS-F	6 WPOC-F	6 WPOC-F	6 WPOC-F	6 WCBM	6 WLIF-F	6 WQSR-F	6 WBAL	6 WLIF-F<	6 WWMX-F>>
7	7	7 WLIF-F	7	7 WBSB-F	7 WXYV-F	7 WPOC-F	7 WPOC-F	7 WQSR-F<	7 WPOC-F	7
		8 WYST-F						8 WPOC-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WXYV-F>	1 WXYV-F	1 WXYV-F	1 WWMX-F	1 WWMX-F>
2 WBSB-F	2 WWMX-F	2 WWMX-F	2 WXYV-F	2 WXYV-F
3 WWMX-F	3 WIYY-F	3 WIYY-F>	3 WBSB-F	3 WLIF-F
4 WIYY-F>	4 WBSB-F>	4 WBSB-F>	4 WIYY-F	4 WQSR-F<
5 WYST-F	5 WYST-F	5 WWIN-F	5 WQSR-F	5 WBSB-F>
6 WQSR-F	6 WQSR-F	WQSR-F	6 WYST-F	6 WYST-F
7 WPGC-F	7 WPOC-F	WPOC-F	7 WLIF-F	WIYY-F
WPOC-F	8 WWIN			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXYV-F	1 WIYY-F>	1 WIYY-F>>	1 WIYY-F	1 WIYY-F
WIYY-F>	2 WXYV-F>	2 WXYV-F	2 WXYV-F	2 WQSR-F<
3 WBSB-F	3 WWDC-F	3 WWMX-F	3 WQSR-F	3 WWMX-F
4 WWDC-F>	WBSB-F<	4 WHFS-F	4 WWMX-F	4 WXYV-F
5 WGRX-F	5 WWMX-F	5 WWDC-F	5 WBSB-F	5 WPOC-F
6 WRQX-F	6 WHFS-F<	WGRX-F	6 WPOC-F<	6 WBAL
WQSR-F>	7 WGRX-F	7 WWIN-F	7 WBAL	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		348 (4)	348 (4)	11.0	10.2
AOR/CLASSIC		433 (4)	433 (4)	13.7	14.1
AC/OLDIES/SOFT ROCK	24 (1)	606 (5)	630 (6)	20.0	18.7
MOR/VARIETY					0.4
COUNTRY	72 (1)	205 (2)	277 (3)	8.8	9.8
BLACK/URBAN	106 (2)	460 (4)	566 (6)	18.0	19.0
BEAUTIFUL/EASY		300 (2)	300 (2)	9.5	10.2
NEWS/TALK	422 (3)		422 (3)	13.4	10.9
NOSTALGIA	44 (1)		44 (1)	1.4	2.4
RELIGION/GOSPEL	67 (1)	66 (2)	133 (3)	4.2	4.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	735 (9)	2418 (23)	3153 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEBB	1360	Baltimore	1.0/3.5/ 35/ 710
WFSI-F	107.9	Annapolis	0.3/0.8/ 14/ 151
WITH	1230	Baltimore	1.2/3.8/ 44/ 753
WYST	1010	Baltimore	0.7/1.9/ 24/ 385
WASH-F	97.1	Washington	0.7/1.9/ 27/ 385
WAVA-F	105.1	Arlington/Wash	0.7/3.6/ 26/ 727
WGAY-F	99.5	Washington	0.4/1.7/ 21/ 340
WHUR-F	96.3	Washington	1.2/4.4/ 45/ 881
WKYS-F	93.9	Washington	0.4/2.0/ 17/ 393
WLTT-F	94.7	Bethesda/Washg	0.3/1.5/ 15/ 310
WMZQ	1390	Arlington	
WMZQ-F	98.7	Washington	0.4/1.7/ 17/ 356
WPGC-F	95.5	Morningside	1.0/4.7/ 43/ 933
WRQX-F	107.3	Washington	1.4/6.4/ 55/1280
WTOP	1500	Washington	1.0/5.6/ 41/1114

AM STATIONS

WBAL,	1090,	50 KW (DA-N)	, NEWS/TALK	CBS,	$ 130.00	(HNWH)	Hearst
WBGR,	860,	2.5 KW/100 W(DA-1),	RELIG/GOSPEL	NBN,	$ 45.00	(Roslin)	Mortenson
WCAO,	600,	5 KW (DA-1)	, COUNTRY	NBC,	$ 60.00	(Mc-Guild)	Summit
WCBM,	680,	10 KW/5 KW (DA-2),	TALK	ACB I, ABC T,	$ 45.00	(Katz)	
WEBB,	1360,	5 KW/1.7 KW(DA-1),	BLACK	SBN,	$ 35.00	(Roslin)	
WITH,	1230,	1 KW	, NOSTALGIA	MBS,	$ 40.00	(---)	
WWIN,	1400,	1 KW	, BLACK	,	$ 34.00	(Durpetti)	Almic (P)
WYST,	1010,	1 KW (DAYS)	, OLDIES	APR,	$ 30.00	(MMR)	United

FM STATIONS

WBSB,	104.3,	50 KW @ 420,	CHR	ABC C,	$ 160.00	(Banner)	Scripps-Howard
WGRX,	100.7,	16 KW @ 858,	CLASSIC AOR	ABC F,	$ 54.00	(Durpetti)	Shamrock-Lynett (WESTMINISTER)
WIYY,	97.9,	13 KW @ 946,	AOR	ABC R,	$ 100.00	(HNWH)	Hearst
WLIF,	101.9,	13 KW @ 961,	SOFT AC	,	$ 144.00	(Christal)	Infinity
WPOC,	93.1,	16 KW @ 870,	COUNTRY	ABC D,	$ 136.00	(Banner)	Nationwide
WQSR,	105.7,	50 KW @ 500,	OLDIES	CBS US 1,	$ 80.00	(MMR)	Sconnix
WRBS,	95.1,	50 KW @ 500,	RELIGION	,	$ 20.00	(---)	
WWIN,	95.9,	3 KW @ 300,	CHR/URBAN	,	$ 130.00	(Durpetti)	Almic (P)
WWMX,	106.5,	7 KW @ 1182,	AC	,	$ 130.00	(Katz)	Capitol-Goodmon
WXYV,	102.7,	50 KW @ 400,	BLACK	,	$ 127.00	(Mc-Guild)	Summit
WYST,	92.3,	10 KW @ 550,	AC	APR,	$ 70.00	(MMR)	United

CALL LETTER CHANGES

WFBR changes to WLIF (Jan)

FORMAT CHANGES

WLIF-F changes to EZ/SOFT AC (Feb)
WLIF-A changes from BUSINESS NEWS to SOFT AC (Jan)

STATION SALES

WWIN A/F sold by Ragan Henry to Almic for $6,900,000

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

BATON ROUGE

Arbitron Rank/Pop (12+): 80/435,400

MSA Rank/Pop: 92/547,000
ADI # 95

Average Person Ratings: 16.1
Market TSL: 21.50 hours

Stations: 23/16
Diaries: 847/514:1/51.9%
Sample Target: 840
% Below Line: 13 4
% Not Listed: 13.9

1989 Revenue: $12,800,000
HH Inc.: $26,846
Retail $: 3.6 Bil
Pop per Station: 27,212
#1 Biller: WYNK-AF $2,800,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFMF-F	(CHR)	96/13.7	10.8	12.3	10.5	11.2	11.8	160/2106	[illegible]9/28.7	24.8	27.3	84	15.7	114	1606	WFMF-F
2. KQXL-F	(B)	69/ 9.9	11.3	13.5	11.3	13.1	11.5	82/914	723/16.6	21.9	21.3	85	15.0	109	1024	KQXL-F
3. WYNK-AF	(C)	61/ 8.7	14.7	14.8	12.7	13.8	12.7	232/2820	926/21.3	25.1	27.0	105	12.0	83	1158	WYNK-AF
4. WGGZ-F	(CHR)	47/ 6.7	7.9	6.9	7.4	8.9	7.2	89/2036	888/20.4	21.2	23.2	94	9.2	67	1144	WGGZ-F
5. WJBO	(N/T)	44/ 6.3	3.2	4.7	4.8	3.8	4.8	44/714	594/13.6	11.7	11.5	90	4.0	29	564	WJBO
6. WXOK	(B)	40/ 5.7	7.4	8.2	7.8	10.1	7.3	41/672	643/14.8	17.3	17.8	91	4.3	31	613	WXOK
7. WNDC	(REL)	39/ 5.6	4.2	4.2	2.1	----	4.0	39/399	399/ 9.2	6.6	0.0	136	5.5	40	259	WNDC
8. WKJN-F	(C)	38/ 5.4	6.5	6.7	7.0	6.7	6.4	69/1172	645/14.8	15.0	14.6	111	5.0	36	538	WKJN-F
9. KHOM-F	(O)	36/ 5.1	5.7	4.2	4.3	1.8	4.8	116/1494	541/12.4	9.9	3.6	159	4.7	34	428	KHOM-F
10. WTGE-F	(AC)	29/ 4.1	5.1	4.4	7.3	2.7	5.2	39/824	544/12.5	12.5	9.8	139	5.0	36	607	WTGE-F
11. WCKW-F	(AOR)	25/ 3.6	4.0	2.9	2.8	4.3	3.3	73/881	375/ 8.6	6.6	9.5	144	4.8	35	417	WCKW-F
12. WXLT-F	(AOR)	16/ 2.3	2.5	3.2	2.2	2.0	2.5	28/370	257/ 5.9	8.2	5.6	70	1.1	8	240	WXLT-F
13. KDEA-F	(EZ)	12/ 1.7	1.7	1.8	3.4	3.9	2.2	57/868	275/ 6.3	5.2	6.3	106	1.2	9	146	KDEA-F
14.																

15. 12+ FM SHARE (METRO): 75.29% (454 of 603) (FAL 88: 80.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F>>	1 WFMF-F	1 WFMF-F	1 WFMF-F	1 WFMF-F	1 WYNK-AF	1 WFMF-F>	1 WFMF-F	1 WFMF-F>	1 KQXL-F	1 WXOK
2 WGGZ-F>	2 KQXL-F>	2 KQXL-F>	2 KHOM-F	2 WYNK-AF	2 WJBO >	2 WYNK-AF<	2 WYNK-AF	2 KQXL-F	2 WFMF-F>	2 WYNK-F
3 KQXL-F	3 WGGZ-F	3 WYNK-AF	3 WYNK-AF	3 KQXL-F<	3 WKJN-F	3 KQXL-F>	3 WJBO >	3 WYNK-AF	3 WNDC	KQXL-F
4	4 WTGE-F	4 KHOM-F	WNDC	4 KHOM-F	4 WXOK	4 WGGZ-F<	4 KQXL-F<	4 WGGZ-F>	4 WGGZ-F	4 WNDC
5	5 WCKW-F	WGGZ-F	KQXL-F	5 WNDC	5 KHOM-F	5 WJBO <	5 WXOK	5 WTGE-F<	5 WXOK	WJBO
6	6 WYNK-AF	6 WNDC	6 WGGZ-F	6 WGGZ-F	WNDC	6 WKJN-F	WGGZ-F	6 KHOM-F<	6 WJBO	6
					WFMF-F			7 WKJN-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQXL-F	1 WFMF-F	1 WFMF-F>	1 WFMF-F	1 WFMF-F	1 WFMF-F>	1 WFMF-F	1 WCKW-F	1 WFMF-F>	1 WYNK-AF
2 WFMF-F>>	2 KQXL-F>	2 KHOM-F	2 KQXL-F>	2 WNDC	2 KQXL-F>>	2 KQXL-F>	WTGE-F>	2 KQXL-F	2 WCKW-F
3 WYNK-AF	3 WGGZ-F	WGGZ-F	3 WYNK-AF	3 KHOM-F	3 WGGZ-F	3 WCKW-F	3 KQXL-F	3 WCKW-F	3 WFMF-F
WGGZ-F>>	4 KHOM-F	KQXL-F	KHOM-F	4 WYNK-AF	4 WXLT-F	WTGE-F	4 WGGZ-F	4 WYNK-AF	4 KQXL-F
5	5 WNDC	5 WNDC	WNDC	KQXL-F	5 WYNK-AF	5 WGGZ-F	WFMF-F>	WTGE-F	5 WTGE-F
6	6 WYNK-AF	6	6 WGGZ-F	6 WGGZ-F	KSMB-F	6	6 WNDC	6 WGGZ-F	6 KHOM-F
					WXOK		WKJN-F		WJBO

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		152 (3)	152 (3)	25.2	22.9
AOR/CLASSIC		41 (2)	41 (2)	6.8	7.9
AC/OLDIES/SOFT ROCK		65 (2)	65 (2)	10.8	4.3
MOR/VARIETY					
COUNTRY	8 (2)	94 (2)	102 (4)	16.9	23.3
BLACK/URBAN	40 (1)	69 (2)	109 (3)	18.1	26.3
BEAUTIFUL/EASY	5 (1)	12 (1)	17 (2)	2.8	4.9
NEWS/TALK	52 (2)		52 (2)	8.6	5.7
NOSTALGIA					
RELIGION/GOSPEL	44 (2)	6 (1)	50 (3)	8.3	4.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		15 (2)	15 (2)	2.5	
	149 (8)	454 (15)	603 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KIEZ-F	96.3	Brusly	1.6/2.6/ 11/ 146
WKJN	1300	Baton Rouge	0.4/2.7/ 3/ 141
WLUX	1550	Baton Rouge	0.7/1.4/ 5/ 62
WQCK-F	92.7	Clinton	0.9/2.9/ 8/ 152
WTKL	1260	Baton Rouge	0.7/2.0/ 13/ 119
KSMB-F	94.5	Lafayette	1.3/2.1/ 91/1142
KTDY-F	99.9	Lafayette	0.6/2.2/ 46/ 613
WQUE-F	93.3	New Orleans	1.0/4.0/ 24/ 492
WWL	870	New Orleans	1.1/4.8/ 29/ 587

RADIO STATIONS

WJBO,	1150,	5 KW (DA-1)	, TALK	CBS, TALKNT,	$ 24.00	(HNWH)	Jenne
WNDC,	910,	1 KW (DA-1)	, GOSPEL	,	$ 10.00	(Republic)	
WTKL,	1260,	1 KW (DAYS)	, BTFL/EZ	,	$ 13.00	(---)	
WXOK,	1460,	5 KW/1 KW (DA-3)	, BLACK	NBC,	$ 26.00	(Torbet)	
KQXL-F,	106.5,	50 KW @ 300,	BLACK	SBN, ABC F,	$ 35.00	(Banner)	(NEW ROADS)
WFMF-F,	102.5,	85 KW @ 1200,	CHR	,	$ 56.00	(HNWH)	Jenne
WGGZ-F,	98.1,	95 KW @ 1550,	CHR	RADRAD, ABC C,	$ 50.00	(Katz)	
WKJN-F,	103.3,	100 KW @ 1045,	COUNTRY	MBS,	$ 44.00	(Christal)	(HAMMOND)
WQCK-F,	92.7,	3 KW @ 300,	RELIGION	,	$ 9.00	(---)	(CLINTON)
WTGE-F,	100.7,	95 KW @ 690,	AC	,	$ 37.00	(Republic)	
WXLT-F,	94.1,	100 KW @ 980,	AOR	,	$ 10.00	(Southern)	(MACOMB, MS)
WYNK-F,	101.5,	100 KW @ 1550,	COUNTRY	ABC E,	$ 63.00	(Katz)	Narragansett

MISCELLANEOUS COMMENTS: KIEZ-F signs on with EZ...
WXOK sold for $1,000,000

BEAUMONT

Arbitron Rank/Pop (12+): 118/306,900

MSA Rank/Pop: 126/378,000
ADI # 138
Average Person Ratings: 15.6
Market TSL: 21.25 hours

Stations: 21/16
Diaries: 803/382:1/54.3%
Sample Target: 710
% Below Line: 7.1
% Not Listed: 11.7

1989 Revenue: $6,900,000
HH Inc.: $30,135
Retail $: 2.7 Bil
Pop per Station: 19,181
#1 Biller: KLVI/KYKR-F $2,100,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KHYS-F (B)	90/18.8	12.6	10.5	16.6	12.9	----	111/877	613/20.0	19.3	15.6	96	15.6	81	686	KHYS-F
2. KAYD-AF (C)	53/11.0	11.7	10.5	10.6	9.6	----	65/821	666/21.7	18.8	24.0	117	12.7	66	657	KAYD-AF
3. KKMY-F (AC)	44/ 9.2	5.6	7.0	6.4	6.4	----	55/782	558/18.2	16.6	14.9	145	6.2	32	533	KKMY-F
4. KYKR-F (C)	37/ 7.7	10.7	10.5	9.6	12.5	----	48/686	540/17.6	22.1	22.8	101	6.6	34	467	KYKR-F
5. KALO (B)	33/ 6.9	5.4	6.4	4.0	3.0	----	51/405	291/ 9.5	7.8	8.3	109	5.4	28	223	KALO
6. KZZB-F (CHR)	31/ 6.5	6.6	6.4	7.3	13.3	----	36/641	542/17.7	25.8	21.5	97	8.1	42	807	KZZB-F
7. KTRH (N/T)	26/ 5.4	4.3	4.1	2.3	3.0	----	27/386	337/11.0	8.9	10.3	50	2.7	14	265	KTRH
8. KIOC-F (CHR)	25/ 5.2	7.4	5.2	11.0	7.6	----	33/638	455/14.8	18.1	15.1	52	9.4	49	669	KIOC-F
9. KQXY-F (AC)	22/ 4.6	7.4	7.4	5.0	7.0	----	24/396	294/ 9.6	15.5	13.9	137	3.3	17	277	KQXY-F
10. KLVI (C)	18/ 3.8	4.1	5.2	6.7	7.6	----	32/470	347/11.3	11.2	15.0	92	3.5	18	252	KLVI
11. KWIC-F (AOR)	12/ 2.5	6.6	5.4	4.6	4.4	----	16/297	222/ 7.2	11.6	10.2	96	9.2	48	416	KWIC-F
12. KTFA-F (REL)	10/ 2.1	0.4	2.1	1.7	1.2	----	10/179	179/ 5.8	3.2	5.0	148	2.1	11	205	KTFA-F
13.															
14.															

15. 12+ FM SHARE (METRO): 78.07% (331 of 424) (FAL 88: 78.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHYS-F>>	1 KHYS-F>>	1 KHYS-F>	1 KHYS-F	1 KHYS-F>	1 KYKR-F<	1 KHYS-F	1 KHYS-F	1 KHYS-F>	1 KHYS-F>>	1 KTRH
2 KZZB-F	2 KKMY-F	2 KAYD-AF	2 KKMY-F	2 KKMY-F<	2 KHYS-F<	2 KAYD-AF	2 KKMY-F	2 KKMY-F<	2 KAYD-AF	2 KHYS-F
3 KIOC-F	3 KAYD-AF>	KKMY-F>	3 KAYD-AF>	3 KAYD-AF>	3 KAYD-AF	3 KALO	3 KAYD-AF	3 KAYD-AF	3 KZZB-F	KAYD-F>
4	4 KZZB-F	4 KZZB-F	4 KYKR-F	4 KYKR-F	KALO	4 KTRH	4 KYKR-F	4 KYKR-F>	KKMY-F	4 KLVI
5	KIOC-F	5 KYKR-F<	5 KZZB-F	5 KALO	5 KTRH	5 KKMY-F<	5 KQXY-F	5 KZZB-F	5 KIOC-F	KKMY-F
6	6	6 KIOC-F	KALO	6	6	6 KYKR-F	6 KZZB-F	6 KIOC-F	6 KALO	6 KIOC-F
						7 KZZB-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KHYS-F>	1 KHYS-F>>	1 KHYS-F	1 KHYS-F	1 KHYS-F
2 KAYD-AF>	2 KAYD-AF	2 KKMY-F>>	2 KAYD-AF	2 KAYD-AF
3 KIOC-F>>	KKMY-F>	3 KAYD-AF	3 KKMY-F>	3 KKMY-F>
4 KZZB-F	4 KZZB-F	KZZB-F	4 KZZB-F	4 KQXY-F
KTFA-F	5 KIOC-F	KQXY-F>>	KQXY-F	5 KALO
KKMY-F	6	6	KALO	6 KZZB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHYS-F>	1 KHYS-F>>	1 KHYS-F>	1 KHYS-F>	1 KHYS-F>
2 KIOC-F	2 KKMY-F	2 KKMY-F	2 KKMY-F>	2 KKMY-F
3 KWIC-F	3 KAYD-AF	3 KAYD-AF>	3 KAYD-AF	3 KAYD-AF
4 KZZB-F>	4 KWIC-F	4 KYKR-F	4 KZZB-F	4 KYKR-F>
5 KAYD-AF	5 KIOC-F	KWIC-F	KYKR-F	5 KALO
KKMY-F	6 KZZB-F	6 KZZB-F	6	6 KZZB-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	2 (1)	56 (2)	58 (3)	13.7	13.3
AOR/CLASSIC		16 (2)	16 (2)	3.8	7.1
AC/OLDIES/SOFT ROCK	4 (1)	68 (3)	72 (4)	17.0	8.0
MOR/VARIETY					
COUNTRY	19 (2)	89 (2)	108 (4)	25.5	31.8
BLACK/URBAN	33 (1)	92 (2)	125 (3)	29.5	21.1
BEAUTIFUL/EASY	3 (1)		3 (1)	0.7	8.4
NEWS/TALK	26 (1)		26 (1)	6.1	5.1
NOSTALGIA					
RELIGION/GOSPEL	6 (2)	10 (1)	16 (3)	3.8	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.8
	93 (9)	331 (12)	424 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDLF	1150	Port Neches	0.8/2.8/ 4/ 85
KJUS	1380	Beaumont/PtArth	0.4/2.8/ 2/ 97
KOLE	1340	Port Arthur	0.8/3.9/ 4/ 119
KQXY	1510	Nederland	0.6/2.2/ 3/ 66
KZZB	990	Beaumont/PtArth	0.4/2.6/ 2/ 81
KLDE-F	94.5	Houston	0.4/1.4/ 2/ 49
KLOL-F	101.1	Houston	0.8/1.5/ 6/ 91
KMJQ-F	102.1	Clear Lake City	0.4/2.7/ 5/ 157

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-N) , BLACK , $ 17.00 (Katz) Clear Channel
KLVI, 560, 5 KW (DA-N) , COUNTRY ABC I, $ 30.00 (Katz) Hicks

KAYD-F, 97.5, 100 KW @ 500, COUNTRY , $ 34.00 (Banner)
KHYS-F, 98.5, 100 KW @ ? BLACK RADRAD, $ 40.00 (Katz) Clear Channel
KIOC-F, 106.1, 100 KW @ 1060, CHR , $ 26.00 (Banner)
KKMY-F, 104.5, 100 KW @ 440, AC , $ 30.00 (Eastman) UNO

KQXY-F, 94.1, 100 KW @ 647, BTFL/EZ , $ 27.00 (Christal)
KTFA-F, 92.1, 3 KW @ 300, RELIGION , $ 15.00 (---)
KWIC-F, 107.9, 100 KW @ 392, AOR ABC R, $ 26.00 (Banner)
KYKR-F, 93.3, 100 KW @ 414, COUNTRY , $ 47.00 (Katz) Hicks
KZZB-F, 95.1, 100 KW @ 414, CHR/DANCE , $ 40.00 (Christal)

BIRMINGHAM

Arbitron Rank/Pop (12+): 52/773,000

MSA Rank/Pop: 56/940,000
ADI # 48
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 21/17
Diaries: 1145/675:1/53.1%
Sample Target: 1100
% Below Line: 4.2
% Not Listed: 9.2

1989 Revenue: $24,500,000
HH Inc.: $23,096
Retail $: 5.7 Bil
Pop per Station: 45,470
#1 Biller: WZZK-AF $6,100,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	206/16.2	14.4	18.7	17.5	14.7	16.7	299/3875	2318/30.0	30.7	27.1	114	14.6	196	2216	WZZK-AF
2. WENN-F (B)	157/12.3	10.6	11.0	10.5	9.4	11.1	232/2012	1370/17.7	21.0	18.0	91	14.5	195	1710	WENN-F
3. WZRR-F (AOR)	105/ 8.2	8.6	8.2	10.4	4.2	8.9	126/1866	1262/16.3	14.1	11.7	129	12.2	164	1576	WZRR-F
WMJJ-F (AC)	105/ 8.2	11.9	10.4	8.3	12.5	9.7	129/1945	1478/19.1	19.4	22.9	138	8.9	120	1327	WMJJ-F
5. WAPI-F (CHR)	99/ 7.8	8.0	7.3	8.4	9.0	7.9	172/2774	1493/19.3	18.8	21.4	67	9.3	125	1972	WAPI-F
6. WKXX-F (CHR)	89/ 7.0	5.8	7.1	7.3	8.0	6.8	109/1999	1413/18.3	21.2	21.7	81	6.8	91	1804	WKXX-F
7. WERC (N/T)	67/ 5.2	6.3	5.6	3.6	4.9	5.2	70/1077	1032/13.4	11.1	12.6	94	5.7	76	870	WERC
8. WATV (B)	65/ 5.1	4.0	4.0	3.7	4.8	4.2	65/830	830/10.7	9.4	8.7	102	5.1	68	549	WATV
9. WAPI (BB)	59/ 4.6	4.2	3.7	4.5	5.3	4.3	64/836	780/10.1	8.5	11.3	59	3.6	49	595	WAPI
10. WAGG (REL)	48/ 3.8	3.6	2.9	2.7	5.0	3.3	51/562	539/ 7.0	5.8	7.7	121	1.5	20	279	WAGG
11. WDJC-F (REL)	33/ 2.6	3.1	2.8	2.9	3.5	2.8	51/916	490/ 6.3	8.3	9.7	127	2.9	39	760	WDJC-F
12. WZBQ-F (CHR)	25/ 2.0	1.4	1.0	0.8	1.0	1.3	106/1405	483/ 6.2	4.3	5.4	90				WZBQ-F
13. WAYE (REL)	24/ 1.9	1.8	0.8	2.8	1.5	1.8	24/270	270/ 3.5	3.1	3.8	53	0.7	9	195	WAYE
14. WJLD (B)	21/ 1.6	2.0	1.7	2.8	1.8	2.0	21/430	430/ 5.6	7.3	6.1	112	2.5	34	525	WJLD

12+ FM SHARE (METRO): 72.04% (835 of 1159) (FAL 88: 69.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-F	1 WZRR-F	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>>	1 WZZK-AF>>	1 WZZK-AF>	1 WENN-F>>	1 WENN-F>>
2 WENN-F	WENN-F>	2 WENN-F<	2 WZRR-F	2 WMJJ-F<	2 WERC <	2 WENN-F	2 WMJJ-F	2 WENN-F	2 WAPI-F	2 WATV <
3	3 WMJJ-F	3 WZRR-F	WMJJ-F	3 WENN-F	3 WENN-F	3 WZRR-F	3 WZRR-F	3 WZRR-F	3 WKXX-F	3 WZZK-F>>
4	4 WKXX-F	4 WMJJ-F	4 WENN-F>	4 WZRR-F>	4 WAPI	WERC <	4 WENN-F	WMJJ-F	4 WZZK-AF	4 WZRR-F>
5	5 WZZK-AF	5 WKXX-F	5 WAPI-F	5 WKXX-F	5 WMJJ-F	5 WMJJ-F	5 WAPI <	WAPI-F	5 WZRR-F	5 WMJJ-F
6	6 WAPI-F	6 WAPI-F	6 WKXX-F<	6 WATV	6	6 WAPI-F	6 WERC	6 WKXX-F	6 WMJJ-F	WERC <
7	7	7	7 WATV	WAPI-F<	7	7 WATV	7 WAPI-F	7 WAPI	7 WERC	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WENN-F<	1 WENN-F>	1 WENN-F	1 WENN-F	1 WZZK-AF>	1 WZRR-F	1 WZRR-F>	1 WZRR-F>	1 WZRR-F<	1 WZZK-AF
2 WKXX-F	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F<	2 WMJJ-F<	2 WKXX-F	2 WENN-F<	2 WZZK-AF	2 WZZK-AF>	2 WZRR-F>
3 WAPI-F>	3 WKXX-F<	3 WZRR-F	3 WZZK-AF>	3 WENN-F>	3 WENN-F	3 WZZK-AF	3 WMJJ-F	3 WENN-F	3 WMJJ-F
4 WMJJ-F	4 WZRR-F	4 WZZK-AF>	4 WKXX-F	4 WZRR-F	4 WAPI-F	4 WKXX-F	4 WENN-F	4 WMJJ-F	WENN-F
5 WZRR-F>	5 WAPI-F	5 WKXX-F	5 WZRR-F<	5 WKXX-F	5 WZZK-AF>	5 WMJJ-F	5 WATV >	5 WKXX-F	5 WERC
6 WZZK-AF	6	6 WATV	6 WAPI-F	6 WAGG	6 WZBQ-F	6 WAPI-F	6	6 WAPI-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		131 (3)	131 (3)	11.3	11.1
AOR/CLASSIC		105 (1)	105 (1)	9.1	
AC/OLDIES/SOFT ROCK	14 (1)	109 (2)	123 (3)	10.6	20.5
MOR/VARIETY					
COUNTRY	26 (2)	190 (1)	216 (3)	18.6	17.5
BLACK/URBAN	86 (2)	246 (2)	332 (4)	28.6	26.4
BEAUTIFUL/EASY		13 (1)	13 (1)	1.1	0.9
NEWS/TALK	67 (1)		67 (1)	5.8	5.5
NOSTALGIA	59 (1)		59 (1)	5.1	5.8
RELIGION/GOSPEL	72 (2)	33 (1)	105 (3)	9.1	11.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		8 (1)	8 (1)	0.7	0.8
	324 (9)	835 (12)	1159 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCRT	1260	Birmingham	1.1/3.5/ 14/ 268
WKLD-F	97.7	Oneonta	0.3/1.2/ 4/ 109
WVOK	690	Birmingham	0.7/4.7/ 14/ 614
WHMA-F	100.5	Anniston	0.6/1.6/ 70/ 718
WQEN-F	103.7	Gadsden/Anstn	0.5/1.8/ 82/1008
WRSA-F	96.9	Decatur/Hntsvle	1.0/1.7/ 44/ 526

RADIO STATIONS

WAGG, 1320, 5 KW , GOSPEL SBN, $ 30.00 (HNWH)
WAPI, 1070, 50 KW/5 KW (DA-N) , NOSTALGIA NBC, $ 29.00 (Christal) Dittman
WATV, 900, 1 KW , BLACK ABC E, $ 30.00 (Roslin)
WAYE, 1220, 1 KW (DAYS) , RELIGION , $ 15.00 (---) Willis

WCRT, 1260, 5 KW/41 W , OLDIES CNN, TRNSTR, $ 16.00 (Banner)
WERC, 960, 5 KW (DA-N) , NEWS/TALK , $ 40.00 (Mc-Guild) Sungroup
WJLD, 1400, 1 KW , BLACK MBC, SBN, $ 21.00 (---)
WVOK, 690, 50 KW/30 W , COUNTRY CBS, $ 17.00 (Republic) Dick
WZZK, 610, 5 KW/1 KW (DA-N) , SIMULCAST WITH WZZK-F

WAPI-F, 94.5, 98 KW @ 1214, CHR ABC C, $ 80.00 (Christal) Dittman
WDJC-F, 93.7, 99 KW @ 984, RELIGION , $ 22.00 (---) Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK SBN, $ 57.00 (HNWH)
WKXX-F, 106.9, 99 KW @ 1114, CHR ABC D, $ 59.00 (Mc-Guild) Sungroup
WMJJ-F, 96.5, 100 KW @ 1026, AC , $ 107.00 (Banner) Capitol-Johnson
WZRR-F, 99.5, 100 KW @ 869, CLASSIC AOR , $ 50.00 (Republic) Dick
WZZK-F, 104.7, 100 KW @ 1300, COUNTRY , $ 130.00 (Katz) NewCity

BOSTON

Arbitron Rank/Pop (12+): 8/3,184,100

MSA Rank/Pop: 6/3,740,000
ADI # 6
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 37/30
Diaries: 2473/1287:1/51.3%
Sample Target: 2190
% Below Line: 4.7
% Not Listed: 12.8

1989 Revenue: $111,800,000
HH Inc.: $35,763
Retail $: 34.9 Bil
Pop per Station: 106,136
#1 Biller: WXKS-F $15,200,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRKO	(N/T)	383/ 6.6	6.6	6.5	7.7	7.2	6.8	471/5711	4404/13.8	14.8	14.2	61	5.7	308	3726	WRKO
2. WXKS-F	(CHR)	358/ 6.2	8.0	7.7	7.1	5.9	7.3	413/7184	5896/18.5	20.3	18.7	94	9.4	505	6300	WXKS-F
3. WBZ	(MOR)	344/ 5.9	5.4	5.9	6.6	7.4	5.9	497/7205	4902/15.4	16.0	16.3	83	6.8	365	4448	WBZ
4. WZOU-F	(CHR)	321/ 5.5	5.6	6.6	5.7	5.0	5.8	433/8267	5795/18.2	18.8	15.1	69	8.9	477	6314	WZOU-F
5. WBCN-F	(AOR)	308/ 5.3	5.5	5.8	5.1	4.8	5.4	406/6535	4724/14.8	15.4	15.7	136	8.2	439	5369	WBCN-F
6. WODS-F	(O)	296/ 5.1	4.8	3.7	4.7	5.2	4.6	452/7107	4551/14.3	13.1	14.2	153	3.8	203	3865	WODS-F
7. WJIB-F	(EZ)	295/ 5.1	5.2	6.3	5.4	5.4	5.5	347/4622	3869/12.2	13.3	10.7	73	3.8	202	2822	WJIB-F
8. WHDH	(N/T)	270/ 4.7	4.4	4.6	4.4	5.2	4.5	296/5389	4685/14.7	11.6	15.5	87	4.3	232	4080	WHDH
9. WMJX-F	(AC)	267/ 4.6	4.5	4.7	3.7	3.6	4.4	291/5266	4532/14.2	14.0	11.1	128	3.1	169	2989	WMJX-F
10. WEEI	(N/T)	259/ 4.5	3.8	3.6	4.0	4.2	4.0	283/5524	4763/15.0	13.0	14.3	73	3.0	160	3469	WEEI
11. WSSH-F	(AC)	200/ 3.5	4.6	3.9	4.3	3.6	4.1	292/4669	3317/10.4	10.8	10.5	111	3.4	185	2970	WSSH-F
12. WZLX-F	(AOR)	180/ 3.1	3.5	3.6	4.2	4.8	3.6	240/4507	3363/10.6	11.5	11.7	135	4.2	227	3385	WZLX-F
13. WILD	(B)	143/ 2.5	2.1	2.1	2.4	2.6	2.3	144/991	975/ 3.1	3.3	3.2	112	1.9	102	1104	WILD
14. WVBF-F	(AC)	132/ 2.3	2.4	2.4	2.4	2.5	2.4	147/2722	2208/ 6.9	7.2	7.1	161	3.0	161	2068	WVBF-F
15. WROR-F	(AC)	125/ 2.2	2.8	3.0	3.1	3.2	2.8	190/4397	3147/ 9.9	11.8	11.5	141	2.6	139	2940	WROR-F
16. WPLM-F	(BB)	124/ 2.1	1.2	1.9	0.8	1.1	1.5	194/2095	1334/ 4.2	6.2	3.4	14	1.8	97	970	WPLM-F
17. WCRB-F	(CL)	121/ 2.1	1.7	1.9	2.5	1.8	2.0	155/2807	2118/ 6.7	5.9	5.5	105	1.5	81	1330	WCRB-F
18. WCGY-F	(AOR)	112/ 1.9	1.9	1.4	1.9	1.5	1.8	144/2348	1713/ 5.4	5.6	4.4	111	2.2	118	2018	WCGY-F
19. WFNX-F	(AOR)	108/ 1.9	1.9	2.2	1.8	1.4	2.0	115/1870	1654/ 5.2	6.4	4.5	121	1.1	57	1477	WFNX-F
20. WAAF-F	(AOR)	103/ 1.8	1.2	0.9	1.5	2.1	1.4	262/4273	2144/ 6.7	5.4	7.0	50	3.3	175	3022	WAAF-F
21. WBOS-F	(AOR)	92/ 1.6	2.2	1.3	2.4	2.4	1.9	115/2397	1802/ 5.7	5.3	5.7	162	2.0	105	1461	WBOS-F
22. WXKS	(BB)	83/ 1.4	2.1	2.1	1.0	1.3	1.6	83/1097	1081/ 3.4	4.1	3.1	29	0.8	44	610	WXKS
23.																
24.																
25.																

12+ FM SHARE (METRO): 65.94% (3328 of 5047) (FAL 88: 64.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WXKS-F	1 WXKS-F<	1 WODS-F<	1 WODS-F	1 WRKO	1 WBZ	1 WXKS-F<	1 WRKO	1 WBZ	1 WBZ >>
2 WXKS-F	2 WBCN-F>	2 WBCN-F	2 WBCN-F	2 WBCN-F	2 WBZ	2 WRKO	2 WBCN-F<	2 WXKS-F<	2 WZOU-F<	2 WRKO >
3 WAAF-F	3 WZOU-F	3 WODS-F	3 WXKS-F<	3 WMJX-F<	3 WJIB-F	3 WXKS-F	3 WRKO	3 WZOU-F	3 WHDH	3 WHDH >>
4 WODS-F	4 WMJX-F	4 WMJX-F	4 WMJX-F	4 WXKS-F	4 WHDH <	WEEI	WODS-F	4 WBCN-F	4 WXKS-F<	4 WEEI
5	5 WZLX-F>	5 WZOU-F	5 WZLX-F	5 WBZ	5 WEEI	5 WBCN-F	5 WJIB-F	5 WODS-F	5 WMJX-F	5 WMJX-F>>
6	6 WILD	6 WZLX-F>	6 WBZ	6 WZLX-F<	6 WODS-F>	6 WZOU-F	6 WMJX-F	6 WJIB-F	6 WJIB-F<	6
7	7 WFNX-F	7 WVBF-F	7 WZOU-F	7 WHDH <	7 WSSH-F	7 WODS-F<	7 WSSH-F<	7 WMJX-F	7 WRKO <	7
8	8 WCGY-F	WBZ	WVBF-F	8 WRKO	8	8 WHDH	8 WZOU-F	8 WHDH	8 WBCN-F	8
9	9 WODS-F	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F>	1 WXKS-F>	1 WXKS-F>	1 WXKS-F	1 WODS-F	1 WBCN-F	1 WBCN-F>	1 WBCN-F>	1 WBCN-F>	1 WBCN-F
2 WZOU-F	2 WZOU-F	2 WZOU-F	2 WMJX-F	2 WXKS-F	2 WXKS-F>	2 WXKS-F	2 WZLX-F>	2 WZLX-F	2 WODS-F
3 WMJX-F>	3 WMJX-F>	WMJX-F	3 WZOU-F	WMJX-F	3 WZOU-F	3 WZLX-F	3 WXKS-F	3 WODS-F	3 WZLX-F
4 WILD	4 WBCN-F	4 WBCN-F	4 WODS-F>	4 WSSH-F	4 WZLX-F	4 WZOU-F	4 WFNX-F<	4 WXKS-F>	4 WRKO
5 WFNX-F	5 WILD >	5 WILD <	5 WBCN-F	5 WBZ	5 WAAF-F	5 WCGY-F	5 WMJX-F	5 WRKO	5 WHDH
WBCN-F	6 WZLX-F	6 WVBF-F	6 WSSH-F<	6 WZOU-F	6 WCGY-F>>	6 WMJX-F<	6 WODS-F<	6 WMJX-F	6 WMJX-F
7 WAAF-F	WVBF-F<	7 WODS-F	7 WILD	7 WVBF-F	7	7 WFNX-F<	7 WZOU-F	WHDH	WBZ <
8	8 WFNX-F	8 WZLX-F	8 WVBF-F	8 WBCN-F	8	8 WAAF-F	8 WHDH <	WBZ	8 WXKS-F
9	9	9 WROR-F	WROR-F	9 WROR-F	9	9	9 WCGY-F	9	9

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		703 (3)	703 (3)	13.9	13.1
AOR/CLASSIC		945 (7)	945 (7)	18.7	17.4
AC/OLDIES/SOFT ROCK	52 (2)	1042 (6)	1094 (8)	21.7	22.4
MOR/VARIETY	397 (2)		397 (2)	7.9	9.1
COUNTRY		37 (1)	37 (1)	0.7	3.5
BLACK/URBAN	143 (1)		143 (1)	2.8	3.0
BEAUTIFUL/EASY		313 (2)	313 (2)	6.2	6.2
NEWS/TALK	933 (4)		933 (4)	18.5	19.1
NOSTALGIA	83 (1)	124 (1)	207 (2)	4.1	2.7
RELIGION/GOSPEL	50 (2)		50 (2)	1.0	1.5
SPANISH					
CLASSICAL		121 (1)	121 (1)	2.4	2.1
JAZZ/NEW AGE					
UNKNOWN/OTHERS	61 (2)	43 (2)	104 (4)	2.1	
	1719 (14)	3328 (23)	5047 (37)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBOQ-F	104.9	Gloucester	0.3/1.2/24/420
WCAP	980	Lowell	0.4/1.0/23/386
WCCM	800	Lawrence	0.3/0.6/19/207
WEZE	1260	Boston	0.3/1.1/17/377
WJDA	1300	Quincy	0.9/1.1/53/372
WKKU	1510	Boston	0.6/1.7/37/568
WLVG	740	Cambridge	0.7/0.5/43/159
WMEX	1150	Boston	0.3/1.5/18/493
WROL	950	Boston	0.6/1.7/45/669
WCTK-F	98.1	New Bedfrd/Prvd	0.4/1.5/108/1563
WHJY-F	94.1	Providence	0.7/2.4/219/3329
WHOB-F	106.3	Nashua	0.4/1.4/96/1480
WOKQ-F	97.5	Dover/Portsmth	0.6/1.5/163/1913
WSRS-F	96.1	Worcester	0.3/0.9/130/1775
WXLO-F	104.5	Fitchbrg/Worcst	0.4/2.1/131/2206

AM STATIONS

WBZ	1030	50 KW (DA-1)	MOR	ABC I	$ 230.00	(Group W)	Westinghouse
WEEI	590	5 KW (DA-1)	NEWS	CBS	$ 135.00	(CBS)	
WHDH	850	50 KW (DA-2)	TALK	NBC,TLKNT	$ 173.00	(Durpetti)	
WILD	1090	5 KW (DAYS)	BLACK	SBN	$ 42.00	(Roslin)	
WMEX	1150	5 KW (DA-2)	BUSINESS NEWS	ABC E	$ 35.00	(Mc-Guild)	Greater Media
WRKO	680	50 KW (DA-2)	TALK	MBS	$ 180.00	(Republic)	Atlantic Ventures
WROL	950	5 KW (DAYS)	RELIGION		$ 21.00	(---)	
WXKS	1430	5 KW/1 KW(DA-N)	NOSTALGIA		$ N/A	(MMR)	Pyramid

FM STATIONS

WBCN	104.1	19 KW @ 742	AOR		$ 345.00	(Torbet)	Infinity
WBOS	92.9	17 KW @ 860	CL.AOR/VARIOUS	NBC	$ 90.00	(Katz)	Ackerly
WCGY	93.7	50 KW @ 430	CLASSIC AOR		$ 65.00	(K & P)	Curt Gowdy
WCRB	102.5	15 KW @ 920	CLASSICAL		$ 95.00	(CMBS)	
WFNX	101.7	1.6 KW @ 465	AOR		$ 69.00	(---)	
WJIB	96.9	12 KW @ 1010	BTFL/EZ		$ 110.00	(Mc-Guild)	Emmis
WMJX	106.7	12 KW @ 720	AC		$ 142.00	(Mc-Guild)	Greater Media
WODS	103.3	16 KW @ 890	OLDIES	RADRAD	$ 140.00	(CBS)	CBS
WPLM	99.1	50 KW @ 430	NOSTALGIA		$ 42.00	(---)	(PLYMOUTH)
WROR	98.5	8 KW @ 1191	AC	US 1	$ 165.00	(Republic)	Atlantic Ventures
WSSH	99.5	32 KW @ 600	SOFT AC		$ 190.00	(HNWH)	Noble
WVBF	105.7	14 KW @ 954	AC		$ 130.00	(Banner)	Fairbanks
WXKS	107.9	24 KW @ 719	CHR		$ 300.00	(MMR)	Pyramid
WZLX	100.7	50 KW @ 500	CLASSIC AOR		$ 150.00	(Christal)	Cook Inlet
WZOU	94.5	8 KW @ 1050	CHR		$ 165.00	(Eastman)	Ardman

CALL LETTER CHANGES

FORMAT CHANGES

WMEX changes from OLDIES to BUSINESS NEWS (Nov)

STATION SALES

WEEI sold to Boston Celtics for $8,000,000 (Stevens)

WHDH sold by Sconnix for $14,000,000

BRIDGEPORT

Arbitron Rank/Pop (12+): 93/373,200

MSA Rank/Pop: 64/833,000 (County)
New York ADI
Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 33/5
Diaries: 817/457:1/55.5%
Sample Target: 780
% Below Line: 55.5
% Not Listed: 12.4

1989 Revenue: $23,000,000
HH Inc.: $42,595
Retail $: 9.0 Bil
Pop per Station: 74,640
#1 Biller: WEBE-F $5,400,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEZN-F	(AC)	109/15.7	16.6	14.7	13.5	13.4	----	109/1165	1165/31.2	32.5	28.1	83				WEZN-F
2. WICC	(MOR)	76/11.0	10.3	10.7	13.3	15.5	----	76/1134	1134/30.4	30.0	29.8	92				WICC
3. WKCI-F	(CHR)	68/ 9.8	9.3	7.7	9.3	10.1	----	68/958	958/25.7	24.7	23.5	86				WKCI-F
4. WEBE-F	(AC)	63/ 9.1	8.6	8.9	10.5	10.4	----	63/806	806/21.6	22.4	20.2	158				WEBE-F
5. WPLR-F	(AOR)	53/ 7.6	7.0	8.4	9.2	7.7	----	53/692	692/18.5	20.1	18.7	96				WPLR-F
6. WFAN	(T)	23/ 3.3	2.9	1.3	1.3	0.3	----	23/431	431/11.5	9.9	9.1	148				WFAN
WCBS	(N/T)	23/ 3.3	2.7	2.8	3.3	3.9	----	23/560	560/15.0	12.0	14.4	67				WCBS
8. WQHT-F	(CHR)	17/ 2.4	2.4	1.2	2.0	1.8	----	17/192	192/ 5.1	5.4	5.7	33				WQHT-F
WCUM	(?)	17/ 2.4	0.6	0.8	0.4	1.2	----	17/74	74/ 2.0	1.6	2.3	137				WCUM
10.																

12+ FM SHARE (METRO): 67.43% (410 of 608) (FAL 88: 62.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WPLR-F<	1 WEBE-F	1 WEBE-F>	1 WEBE-F	1 WEZN-F>	1 WICC	1 WEZN-F>	1 WEZN-F	1 WKCI-F	1 WICC >
2 WQHT-F>	2 WEBE-F	2 WKCI-F	2 WEZN-F	2 WEZN-F	2 WICC	2 WEZN-F>	2 WEBE-F	2 WKCI-F	2 WEZN-F	2 WKCI-F
3 WRKS-F	3 WKCI-F	3 WPLR-F	3 WKCI-F	3 WICC	3	3 WKCI-F	3 WPLR-F<	3 WEBE-F	3 WEBE-F	WEBE-F
WPLR-F	4	4 WEZN-F	4 WICC	4 WKCI-F	4	4 WEBE-F>	4 WKCI-F>	4 WPLR-F	4 WPLR-F	WEZN-F
WCUM	5	5 WICC	5 WPLR-F	5 WPLR-F	5	5 WFAN	5 WICC	5 WICC	5 WICC	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKCI-F>>	1 WEBE-F	1 WEBE-F>>	1 WEBE-F	1 WEZN-F<
2 WEBE-F>>	2 WKCI-F>>	2 WKCI-F	2 WKCI-F	2 WEBE-F>
3 WRKS-F	3 WEZN-F	3 WEZN-F	3 WEZN-F>	3 WICC
4	4	4	4 WICC	4 WKCI-F
5	5	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F>	1 WPLR-F
2 WQHT-F>	2 WKCI-F	2 WEBE-F>	2 WEBE-F	2 WEBE-F
3 WKCI-F>	3 WQHT-F	3 WKCI-F	3 WKCI-F	3 WFAN
4 WRKI-F>	WEBE-F	WFAN >>	4 WFAN	WICC
5 WRKS-F>>	5	5	WICC	5 WEZN-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		98 (5)	98 (5)	16.1	13.0
AOR/CLASSIC		79 (5)	79 (5)	13.0	14.6
AC/OLDIES/SOFT ROCK		188 (5)	188 (5)	30.9	15.7
MOR/VARIETY	88 (3)		88 (3)	14.5	15.9
COUNTRY		16 (2)	16 (2)	2.6	2.5
BLACK/URBAN		12 (1)	12 (1)	2.0	3.1
BEAUTIFUL/EASY		3 (1)	3 (1)	0.5	17.3
NEWS/TALK	67 (5)		67 (5)	11.0	11.6
NOSTALGIA	22 (2)		22 (2)	3.6	3.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		4 (1)	4 (1)	0.7	0.9
JAZZ/NEW AGE		10 (2)	10 (2)	1.6	0.8
UNKNOWN/OTHERS	21 (2)		21 (2)	3.5	0.8
	198 (12)	410 (22)	608 (34)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADS	690	Ansonia	0.4/2.9/ 3/ 109
WDJZ	1530	Bridgeport	2.0/2.4/ 14/ 90
WFIF	1500	Milford	0.6/1.3/ 4/ 50
WABC	770	New York	1.2/2.3/ 8/ 86
WALK	1370	Patchogue	
WALK-F	97.5	Patchogue	0.6/3.9/ 4/ 151
WAVZ	1300	New Haven	1.2/2.8/ 8/ 104
WBLI-F	106.1	Patchogue	0.6/4.9/ 4/ 182
WCBS-F	101.1	New York	0.3/1.7/ 2/ 64
WDRC-F	102.9	Hartford	1.4/6.1/ 10/ 228
WEFX-F	95.9	Norwalk/Stmfrd	1.3/5.7/ 9/ 214
WELI	960	New Haven	0.4/2.1/ 3/ 78
WGSM	740	Huntington	1.3/1.5/ 9/ 56
WHTZ-F	100.3	Newark/New York	0.9/3.8/ 6/ 141
WJAZ-F	96.7	Stamford	0.7/2.7/ 5/ 99
WNCN-F	104.3	New York	0.6/1.8/ 4/ 66
WNEW-F	102.7	New York	0.6/3.5/ 4/ 129
WOR	710	New York	1.4/4.1/ 10/ 152
WPLJ-F	95.5	New York	0.4/4.6/ 3/ 171
WQCD-F	101.9	New York	0.7/1.9/ 5/ 72
WRCH-F	100.5	New Britain/Hrt	0.4/1.5/ 3/ 56
WRKI-F	95.1	Brookfield	1.2/8.7/ 8/ 325
WRKS-F	98.7	New York	1.7/4.2/ 12/ 155
WWYZ-F	92.5	Waterbury/Hrtfd	1.6/3.9/ 11/ 144
WXRK-F	92.3	New York	0.7/5.6/ 5/ 209
WYNY-F	103.5	Lk Success/NY	0.7/3.8/ 5/ 141

RADIO STATIONS

WADS, 690, 1 KW , TALK APR, $ 15.00 (---)
WCUM, 1450, 1 KW , ?? , $ 15.00 (---)
WDJZ, 1530, 5 KW (DAYS, DA) , NOSTALGIA APR, $ 20.00 (K & P)
WICC, 600, 1 KW/500 W (DA-2) , MOR , $ 80.00 (Banner) ML/WIN

WEZN-F, 99.9, 25 KW @ 680, SOFT AC , $ 93.00 (Katz) NewCity
WEBE-F, 107.9, 50 KW @ 383, AC , $ 109.00 (Banner) ML/WIN (WESTPORT)
WRKI-F, 95.1, 50 KW @ 500, AOR , $ 75.00 (Eastman) Home News (BROOKFIELD)
WEFX-F, 95.9, 3 KW @ 300, AC , $ 45.00 (Christal) Hanson (NORWALK)

OTHER RANKED STATIONS -- See New York, Hartford, or New Haven

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/992,000
MSA Rank/Pop: 54 (Buffalo) 1,180,000
197 (Niagara Falls)
ADI # 38
Average Person Ratings: 17.3
Market TSL: 22.45 hours

Stations: 24/20
Diaries: 1326/748:1/55.1%
Sample Target: 1290
% Below Line: 2.6
% Not Listed: 10.3

1989 Revenue: $28,100,000
HH Inc.: $27,650
Retail $: 7.9 Bil
Pop per Station: 49,600
#1 Biller: WBEN $4,700,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WBEN	(MOR)	183/10.7	6.8	7.9	9.1	10.8	8.6	193/3390	3097/31.2	20.4	31.5	85	7.2	129	2099	WBEN
2. WKSE-F	(CHR)	156/ 9.1	11.3	9.5	11.0	9.2	10.2	176/2688	2422/24.4	25.9	26.1	96	12.0	215	3276	WKSE-F
WGR -F	(AOR)	156/ 9.1	7.6	9.4	7.4	6.0	8.4	203/2147	1707/17.2	17.6	15.1	110	10.1	181	2278	WGR -F
4. WYRK-F	(C)	151/ 8.8	8.8	8.5	10.0	10.7	9.0	181/1849	1603/16.2	17.3	17.4	120	6.1	109	1103	WYRK-F
5. WJYE-F	(EZ)	136/ 7.9	9.1	11.2	9.3	9.7	9.4	146/1992	1830/18.4	23.5	21.3	103	8.8	158	1448	WJYE-F
6. WHTT-F	(O)	104/ 6.1	6.0	5.2	5.2	4.4	5.6	119/1963	1716/17.3	14.3	14.8	156	7.0	126	1725	WHTT-F
7. WBUF-F	(AC) **	93/ 5.4	6.3	8.6	6.8	8.9	6.8	117/1480	1220/12.3	17.2	16.1	156	4.0	72	1223	WBUF-F
8. WMJQ-F	(CHR)	88/ 5.1	5.9	4.2	4.5	5.1	4.9	180/3110	1899/19.1	18.2	18.0	78	5.7	103	2267	WMJQ-F
9. WUFX-F	(AOR)	84/ 4.9	4.4	2.9	3.7	3.4	4.0	88/1586	1409/14.2	12.9	13.3	112	6.0		1592	WUFX-F
10. WBLK-F	(B)	81/ 4.7	6.6	5.7	4.8	6.6	5.4	81/1010	1003/10.1	10.1	10.1	106	6.5	116	1454	WBLK-F
11. WGR	(N/T)	60/ 3.5	4.0	1.6	4.2	3.0	3.3	64/1336	1160/11.7	9.4	13.3	74	2.5	45	794	WGR
12. WECK	(BB)	55/ 3.2	3.8	5.8	5.7	5.7	4.6	57/754	700/ 7.1	9.7	10.1	13	3.1	55	723	WECK
13. WWKB	(N/T)	33/ 1.9	1.0	1.7	1.2	1.6	1.5	35/577	546/ 5.5	5.3	6.4	105	2.4	44	592	WWKB
14. CJFT	(MOR)	28/ 1.6	1.2	1.1	0.4	----	1.1	28/255	255/ 2.6	3.0	0.0	13				CJFT
15. WDCX-F	(REL)	25/ 1.5	1.0	1.5	1.0	1.0	1.3	35/685	436/ 4.4	4.0	3.5	107	1.4	26	473	WDCX-F
16. WBMW-F	(J/NA)	23/ 1.3	1.4	0.6	1.1	0.3	1.1	26/430	386/ 3.9	2.7	2.1	138	1.5	27	518	WBMW-F

17.
18. ** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.
19.
20.

12+ FM SHARE (METRO): 71.60% (1102 of 1539) (FAL 88: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F>>	1 WGR -F>	1 WGR -F	1 WGR -F	1 WYRK-F	1 WBEN	1 WBEN >	1 WJYE-F<	1 WGR -F<	1 WBEN	1 WBEN >>
2 WMJQ-F>	2 WKSE-F>	2 WKSE-F	2 WHTT-F	2 WGR -F<	2 WYRK-F	2 WGR -F	2 WGR -F	2 WKSE-F	2 WKSE-F	2 WYRK-F
3 WGR -F>	3 WUFX-F	3 WHTT-F	3 WKSE-F	3 WHTT-F	3 WJYE-F>	3 WKSE-F	3 WYRK-F	3 WJYE-F	3 WYRK-F	3 WKSE-F
4 WBLK-F	4 WMJQ-F	4 WYRK-F	4 WBUF-F<	4 WBEN	4 WHTT-F<	4 WYRK-F	4 WKSE-F	4 WYRK-F	4 WGR -F	WHTT-F<
5	5 WJYE-F<	WUFX-F<	5 WYRK-F<	5 WKSE-F	5 WBUF-F	5 WHTT-F	5 WBUF-F	5 WHTT-F	5 WBLK-F	5 WBLK-F<
6	6 WHTT-F	6 WBUF-F<	6 WBEN	6 WBUF-F<	6 WECK	6 WJYE-F	6 WBEN <	6 WUFX-F<	6	6 WJYE-F<
7	7 WYRK-F	7 WBEN	7 WJYE-F	7 WJYE-F	7	7 WMJQ-F	7 WHTT-F	7 WBUF-F	7	7 WGR -F
8	8 WBUF-F	8 WJYE-F	8 WUFX-F	8	8	WBUF-F<	WUFX-F	8 WMJQ-F	8	8
						9 WGR				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSE-F>	1 WKSE-F>	1 WKSE-F>	1 WKSE-F>	1 WKSE-F	1 WGR -F>>	1 WGR -F>>	1 WGR -F>>	1 WGR -F>	1 WGR -F
2 WMJQ-F	2 WGR -F	2 WGR -F	2 WBUF-F	2 WBUF-F	2 WUFX-F>	2 WUFX-F>	2 WUFX-F>	2 WUFX-F	2 WYRK-F
3 WGR -F>	3 WMJQ-F	3 WHTT-F	3 WGR -F<	3 WJYE-F	3 WKSE-F	3 WKSE-F	3 WKSE-F	3 WHTT-F	3 WBEN <
4 WBLK-F	4 WBUF-F	WBUF-F	4 WJYE-F	4 WXRL	4 WMJQ-F>	4 WMJQ-F	WBEN	4 WBEN	4 WHTT-F>
5 WUFX-F	5 WHTT-F	5 WJYE-F	5 WHTT-F	5 WHTT-F	5 WJYE-F	WBEN	5 WHTT-F	5 WYRK-F	5 WUFX-F
6 WBUF-F	6 WJYE-F	6 WYRK-F	6 WYRK-F	6 WBEN	WGR	6 WJYE-F	6 WYRK-F	6 WKSE-F	6 WJYE-F
7	7 WBLK-F	7 WUFX-F	7 WMJQ-F	7 WBLK-F	7 WBEN	7 WYRK-F	7 WMJQ-F	7	WBUF-F<
8	8 WYRK-F	WBLK-F	8	8 WGR -F	8 WYRK-F	8 WHTT-F	WJYE-F	8	8 WKSE-F
	WUFX-F								

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		244 (2)	244 (2)	15.9	16.1
AOR/CLASSIC		245 (3)	245 (3)	15.9	15.7
AC/OLDIES/SOFT ROCK	21 (2)	197 (2)	218 (4)	14.2	13.1
MOR/VARIETY	211 (2)		211 (2)	13.7	16.3
COUNTRY	20 (1)	151 (1)	171 (2)	11.1	12.3
BLACK/URBAN	20 (1)	81 (1)	101 (2)	6.6	7.7
BEAUTIFUL/EASY		136 (1)	136 (1)	8.8	10.6
NEWS/TALK	93 (2)		93 (2)	6.0	
NOSTALGIA	55 (1)		55 (1)	3.6	6.2
RELIGION/GOSPEL		25 (1)	25 (1)	1.6	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		23 (1)	23 (1)	1.5	0.3
UNKNOWN/OTHERS	17 (3)		17 (3)	1.1	0.4
	437 (12)	1102 (12)	1539 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGKT	1400	Buffalo	0.8/3.1/13/307
WHLD	1270	Niagara Falls	0.3/1.8/ 5/179
WHTT	1120	Buffalo	0.5/1.7/ 8/181
WUFO	1080	Amherst	1.2/3.4/20/340
WXRL	1300	Lancaster/Buffl	1.2/3.6/22/383
CFNY-F	102.1	Brampton ON	0.3/1.5/ 5/153
CJRN	710	Niagara Flls ON	0.3/0.9/ 6/97
WYSL	1030	Avon/Rochester	0.3/0.7/ 6/74

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, MOR	CBS, $ 80.00 (Eastman)	
WECK,	1230,	1 KW	, NOSTALGIA	NBC, $ 31.00 (Roslin)	
WGKT,	1400,	1 KW	, OLDIES	, $ 20.00 (CBS)	Metroplex
WGR ,	550,	5 KW (DA-N)	, NEWS/TALK	ABC E, $ 42.00 (Katz)	
WUFO,	1080,	1 KW (DAYS)	, BLACK	SBN, $ 16.00 (---)	
WWKB,	1520,	50 KW (DA-1)	, BUSINESS NEWS	, $ 40.00 (HNWH)	Price

FM STATIONS

WBLK,	93.7,	50 KW @ 400,	BLACK	RADRAD, $ 40.00 (Durpetti)	
WBMW,	107.7,	13 KW @ 650,	JAZZ/NAC	SMN, US 1, $ 38.00 (Torbet)	(WETHERSFIELD)
WBUF,	92.9,	91 KW @ 580,	AC	, $ 90.00 (Mc-Guild)	Lincoln
WDCX,	99.5,	110 KW @ 640,	RELIGION	, $ 21.00 (---)	Crawford
WGR ,	96.9,	13 KW @ 890,	AOR	, $ 66.00 (Katz)	
WHTT,	104.1,	50 KW @ 500,	OLDIES	, $ 62.00 (MMR)	Pyramid
WJYE,	96.1,	50 KW @ 480,	EZ/SOFT AC	, $ 64.00 (Christal)	Williams
WKSE,	98.5,	45 KW @ 380,	CHR	ABC R, $ 66.00 (HNWH)	Price
WMJQ,	102.5,	105 KW @ 1347,	CHR	SOURCE, $ 50.00 (Eastman)	
WUFX,	103.3,	49 KW @ 340,	CLASSIC AOR	CBS, $ 47.00 (CBS)	Metroplex
WYRK,	106.5,	50 KW @ 390,	COUNTRY	, $ 70.00 (Mc-Guild)	Stoner

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
WPHD changes to WUFX (Sept)	WGR reclassified as NEWS/TALK	

CANTON

Arbitron Rank/Pop (12+): 108/332,400

MSA Rank/Pop: 117/404,000
Cleveland ADI
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 32/9
Diaries: 805/413:1/55.3%
Sample Target: 730
% Below Line: 43.7
% Not Listed: 10.6

1989 Revenue: $7,900.000
HH Inc.: $26,594
Retail $: 2.6 Bil
Pop per Station: 36,933
#1 Biller: WHBC $2,400,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHBC-F	(EZ)	73/12.7	14.7	12.8	11.8	17.5	----	107/1128	806/24.2	24.4	23.9	82				WHBC-F
2. WDJQ-F	(CHR)	58/10.1	8.1	11.1	10.9	10.7	----	78/876	648/19.5	19.9	25.5	126				WDJQ-F
3. WHBC	(MOR)	57/ 9.9	11.6	11.8	10.7	12.2	----	59/851	812/24.4	23.1	25.3	68				WHBC
4. WRQK-F	(AOR)	44/ 7.6	4.6	8.2	8.6	5.3	----	55/712	519/15.6	13.7	15.7	84				WRQK-F
5. WKDD-F	(CHR)	41/ 7.1	6.2	7.4	7.4	7.6	----	56/986	622/18.7	18.5	21.6	127				WKDD-F
6. WQXK-F	(C)	40/ 6.9	9.0	7.5	10.9	6.1	----	76/896	462/13.9	17.6	15.8	107				WQXK-F
7. WONE-F	(AOR)	28/ 4.9	4.6	2.9	1.8	3.2	----	48/473	325/ 9.8	9.7	8.7	143				WONE-F
8. WQMX-F	(AC)	19/ 3.3	2.3	1.9	0.7	1.3	----	24/394	225/ 6.8	6.9	8.1	142				WQMX-F
9. WNIR-F	(T)	17/ 2.9	4.1	1.9	3.5	2.3	----	19/294	192/ 5.8	5.1	5.9	103				WNIR-F
10. WMJI-F	(AC)	14/ 2.4	2.3	2.9	2.8	2.7	----	16/314	268/ 8.1	7.0	8.8	196				WMJI-F
11. WNPQ-F	(CHR)	13/ 2.3	2.4	0.9	1.6	2.3	----	30/473	239/ 7.2	9.8	4.6	30				WNPQ-F

12+ FM SHARE (METRO): 80.04% (413 of 516) (FAL 88: 67.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFAH >	1 WRQK-F	1 WDJQ-F	1 WDJQ-F>	1 WDJQ-F	1 WHBC-F	1 WHBC	1 WHBC-F	1 WHBC-F	1 WRQK-F>	1 WHBC >>
2 WNPQ-F	WDJQ-F	2 WRQK-F	2 WKDD-F	2 WHBC-F	2 WHBC >	2 WHBC-F	2 WDJQ-F>	2 WDJQ-F	2 WHBC	2 WDJQ-F
3 WRQK-F	3 WKDD-F	3 WKDD-F>	3 WHBC-F	3 WKDD-F	3 WQXK-F	3 WDJQ-F>	3 WONE-F	3 WRQK-F	WDJQ-F	3 WHBC-F
4 WKDD-F	4 WONE-F>	4 WONE-F	4 WONE-F	4 WQXK-F	4	4 WQXK-F<	4 WQXK-F	4 WQXK-F<	4 WKDD-F	4 WKDD-F
5 WPHR-F	5 WQMX-F	5 WQXK-F	5 WQXK-F	5 WONE-F	5	5 WKDD-F	5 WRQK-F	5 WKDD-F	5 WHBC-F	5 WQXK-F
6	6	WHBC-F	WRQK-F	6 WHBC <	6	6	6 WHBC	6	6	6
				7 WRQK-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJQ-F	1 WDJQ-F	1 WKDD-F	1 WDJQ-F	1 WDJQ-F	1 WRQK-F>>	1 WRQK-F>	1 WONE-F	1 WRQK-F	1 WDJQ-F
2 WRQK-F	2 WKDD-F>	2 WDJQ-F>	2 WKDD-F>	2 WKDD-F	2 WZAK-F	2 WONE-F	2 WDJQ-F	2 WDJQ-F	2 WONE-F
3 WQMX-F	3 WRQK-F	3 WQXK-F	3 WQXK-F	3 WHBC-F	WONE-F	3 WDJQ-F	3 WKDD-F	3 WONE-F>	3 WHBC-F
WKDD-F	4 WQMX-F>	4 WQMX-F	WRQK-F	4 WQXK-F>	WDJQ-F	4 WKDD-F	WRQK-F>	4 WKDD-F	4 WRQK-F
5 WNPQ-F>	5 WQXK-F	WONE-F	5 WHBC-F	5 WHBC	5 WKDD-F	5	5 WQMX-F	5 WHBC-F	5 WHBC
6 WHOT-F	6	WRQK-F	6	6	6	6	WMMS-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		122 (5)	122 (5)	23.6	24.5
AOR/CLASSIC		82 (3)	82 (3)	15.9	16.9
AC/OLDIES/SOFT ROCK		54 (4)	54 (4)	10.5	7.8
MOR/VARIETY	64 (3)		64 (3)	12.4	17.3
COUNTRY	19 (3)	47 (3)	66 (6)	12.8	11.8
BLACK/URBAN		8 (1)	8 (1)	1.6	1.0
BEAUTIFUL/EASY		75 (2)	75 (2)	14.5	14.7
NEWS/TALK	4 (1)	17 (1)	21 (2)	4.1	4.3
NOSTALGIA	3 (1)		3 (1)	0.6	0.6
RELIGION/GOSPEL	13 (2)	2 (1)	15 (3)	2.9	1.2
SPANISH					
CLASSICAL		4 (1)	4 (1)	0.8	
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4	
	103 (10)	413 (22)	516 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBXT	900	Canton/Akron	1.2/3.0/ 7/ 99
WFAH	1310	Alliance	0.7/2.9/ 4/ 115
WTIG	990	Massillion	1.0/2.1/ 6/ 69
WTOF-F	98.1	Canton/Akron	0.3/3.9/ 6/ 198
WCLV-F	95.5	Cleveland	0.7/1.7/ 4/ 64
WDOK-F	102.1	Cleveland	1.7/6.7/ 11/ 316
WGAR	1220	Cleveland	0.3/1.4/ 2/ 76
WGAR-F	99.5	Cleveland	0.5/2.3/ 5/ 141
WHLO	640	Akron/Cleveland	1.0/2.8/ 11/ 189
WHOT-F	101.1	Youngstown	0.7/1.9/ 33/ 431
WJER-F	101.7	Dover-New Phily	0.3/1.7/ 21/ 270
WLTF-F	106.5	Cleveland	1.9/5.6/ 14/ 245
WMMS-F	100.7	Cleveland	1.7/7.3/ 13/ 356
WPHR-F	107.9	Cleveland	1.0/4.9/ 9/ 247
WQAL-F	104.1	Cleveland	0.3/1.5/ 2/ 50
WQKT-F	104.5	Wooster	0.7/2.2/ 46/ 502
WRMR	850	Cleveland	0.5/1.5/ 11/ 123
WSLR	1350	Akron	1.9/3.2/ 11/ 119
WSOM	600	Salem	0.5/1.4/ 6/ 85
WWWE	1100	Cleveland	0.7/5.3/ 9/ 339
WZAK-F	93.1	Cleveland	1.4/3.7/ 11/ 164

RADIO STATIONS

WHBC, 1480, 5 KW (DA-N) , MOR	ABC E, $ 60.00 (Christal)	
WFAH, 1310, 1 KW/8 W (DA-1) , AC	ABC I, $ 15.00 (HNWH)	(ALLIANCE)
WTIG, 990, 250 W (DAYS) , COUNTRY	MBS, $ 13.00 (---)	(MASSILLONI)
WBXT, 900, 500 W (DAYS) , RELIGION	SBN, APR, $ 10.00 (---)	
WDJQ-F, 92.5, 50 KW @ 500, CHR	, $ 42.00 (HNWH)	(ALLIANCE)
WHBC-F, 94.1, 50 KW @ 500, BTFL/EZ	ABC E, $ 39.00 (Christal)	
WNPQ-F, 95.9. 1.6 KW @ 300, CHR	RADRAD, $ 15.00 (---)	
WRQK-F, 106.9, 28 KW @ 340, AOR	, $ 35.00 (MMR)	
WTOF-F, 98.1, 36 KW @ 570, RELIGION	, $ 15.00 (---)	Mortenson

OTHER RANKED STATIONS -- See Akron and Cleveland

CHARLESTON, SC

Arbitron Rank/Pop (12+): 80/407,300
MSA Rank/Pop: 98/519,000
ADI # 107

1989 Revenue: $11,300,000
HH Income: $23,092
Retail $: 3.3 Bil
#1 Biller: WEZL-F $2,300,000

IMPORTANT NOTICE

Hurricane Hugo disrupted the Charleston market to such a degree that neither Arbitron nor Birch felt that they could conduct an accurate and reliable survey. So the Fall surveys were cancelled. The next survey will appear in the Spring 1990 issue of American Radio.

MISCELLANEOUS COMMENTS

WJYQ-F changed from AC to Jazz/NAC (Nov). . . WQIZ, WKQB-F (St. George) sold for $2,450,000 (Gazzana). . . WMGL-F (Ravenal) sold for $2,400,000 . . . WEZL-F sold by John Price to Apollo for $8,100,000 (Stevens). . .

CHARLOTTE

Arbitron Rank/Pop (12+): 41/930,900

MSA Rank/Pop: 44/1,130,000
ADI # 31
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 26/19
Diaries: 1366/681:1/52.4%
Sample Target: 1190
% Below Line: 4.6
% Not Listed: 11.3

1989 Revenue: $32,900,000
HH Inc.: $27,430
Retail $: 9.0 Bil
Pop per Station: 48,994
#1 Biller: WSOC-AF $5,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F	(C)	239/15.4	9.1	14.4	12.7	15.6	12.9	413/4653	2601/27.9	22.4	26.6	103	14.4	233	2296	WSOC-F
2. WPFG-F	(B)	147/ 9.5	11.4	10.6	10.7	9.9	10.6	178/1858	1390/14.9	17.4	16.1	88	13.2	214	1925	WPEG-F
3. WBT	(MOR)	139/ 9.0	5.6	7.2	5.8	6.0	6.9	159/2026	1661/17.8	15.7	16.4	82	5.1	83	1061	WBT
4. WCKZ-F	(CHR)	124/ 8.0	8.7	8.5	8.2	8.4	8.4	208/2886	1699/18.3	19.6	17.4	52	12.8	207	2328	WCKZ-F
5. WRFX-F	(AOR)	122/ 7.9	7.5	7.2	7.3	6.9	7.5	163/2235	1594/17.1	15.0	13.4	133	8.9	145	1544	WRFX-F
6. WMXC-F	(AC)	97/ 6.3	6.6	7.2	5.7	4.6	6.4	155/2149	1399/15.0	16.2	12.9	132	6.3	102	1123	WMXC-F
7. WEZC-F	(EZ)	86/ 5.5	6.0	5.3	5.8	5.7	5.7	145/2001	1218/13.1	9.1	11.0	145	3.3	53	617	WEZC-F
8. WWMG-F	(O)	75/ 4.8	4.5	3.6	3.9	4.8	4.2	149/1999	1046/11.2	11.0	11.3	154	5.8	94	704	WWMG-F
9. WBT -F	(AC)	74/ 4.8	3.8	3.8	5.0	4.7	4.3	161/2553	1364/14.7	14.1	16.4	110	4.0	65	1308	WBT -F
10. WZZG-F	(CHR)	66/ 4.3	5.6	4.9	5.3	4.7	5.0	164/2274	1194/12.8	13.1	16.2	63	5.4	88	1399	WROQ-F
11. WLVK-F	(C)	57/ 3.7	6.2	5.3	6.1	5.6	5.3	152/2102	974/10.5	12.7	13.1	100	2.9	47	836	WLVK-F
12. WGIV	(B)	21/ 1.4	1.0	1.3	0.9	1.4	1.1	21/345	345/ 3.7	3.5	3.8	57	1.0	17	271	WGIV
13.																
14.																
15.																

12+ FM SHARE (METRO): 84.82% (1168 of 1377) (FAL 88: 88.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-F>>	1 WPEG-F	1 WSOC-F	1 WSOC-F	1 WSOC-F>	1 WSOC-F>	1 WSOC-F	1 WSOC-F>	1 WSOC-F>	1 WBT <	1 WSOC-F>>
2 WPEG-F>	2 WRFX-F>	2 WRFX-F<	2 WRFX-F>	2 WRFX-F	2 WBT >>	2 WRFX-F	2 WRFX-F<	2 WPEG-F	2 WPEG-F<	2 WPEG-F
3 WROQ-F	3 WMXC-F	3 WPEG-F>	3 WMXC-F<	3 WPEG-F<	3 WEZC-F	3 WBT	3 WMXC-F	WCKZ-F	3 WCKZ-F	WBT >>
4 WBT -F	4 WCKZ-F	4 WMXC-F	4 WPEG-F	4 WMXC-F	4 WWMG-F	4 WPEG-F	4 WBT	4 WBT <	4 WSOC-F>	4 WCKZ-F>
5	5 WSOC-F	5 WCKZ-F<	5 WEZC-F<	5 WEZC-F	5 WPEG-F<	5 WMXC-F<	5 WPEG-F<	5 WRFX-F<	5	5 WRFX-F
6	WBT -F<	6 WEZC-F<	6 WBT	6 WWMG-F	6 WMXC-F<	6 WCKZ-F	6 WEZC-F	6 WMXC-F<	6	WLVK-F
7	7 WROQ-F	7 WBT -F<	7 WWMG-F	WBT	7 WRFX-F	7 WEZC-F	7	7 WWMG-F	7	WEZC-F
		8 WWMG-F<								
		9 WBT <								
		10 WROQ-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F	1 WPEG-F	1 WMXC-F	1 WSOC-F	1 WSOC-F>	1 WPEG-F>	1 WRFX-F	1 WRFX-F>>	1 WRFX-F	1 WSOC-F
2 WROQ-F	2 WMXC-F	2 WPEG-F	2 WPEG-F	2 WMXC-F	2 WRFX-F	2 WPEG-F>	2 WBT -F	2 WSOC-F	2 WRFX-F
3 WCKZ-F>	3 WRFX-F<	3 WRFX-F	3 WMXC-F	3 WPEG-F<	3 WCKZ-F	3 WCKZ-F	3 WSOC-F	3 WPEG-F	3 WWMG-F
4 WMXC-F	4 WBT -F	4 WBT -F	4 WRFX-F	4 WEZC-F	4 WROQ-F>	4 WSOC-F	WPEG-F	4 WWMG-F	4 WBT
5 WBT -F	5 WCKZ-F<	5 WSOC-F	5 WEZC-F	5 WRFX-F>	5 WSOC-F>	WROQ-F	5 WWMG-F	5 WBT	5 WPEG-F
6 WSOC-F	6 WSOC-F	WEZC-F>	6 WCKZ-F<	6 WBT	6 WMXC-F	6 WBT -F	6 WMXC-F	6 WMXC-F	6 WEZC-F<
WRFX-F	7 WROQ-F	7 WCKZ-F	7 WBT -F	7 WBT -F	7	7 WMXC-F	WBT	WCKZ-F	7 WMXC-F
						8 WWMG-F	8 WEZC-F		
							9 WROQ-F		
							10 WCKZ-F		

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		199 (3)	199 (3)	14.5	10.9
AOR/CLASSIC		140 (2)	140 (2)	10.2	8.5
AC/OLDIES/SOFT ROCK		259 (4)	259 (4)	18.8	12.3
MOR/VARIETY	149 (2)		149 (2)	10.8	7.6
COUNTRY	5 (1)	305 (3)	310 (4)	22.5	25.0
BLACK/URBAN	21 (1)	156 (2)	177 (3)	12.9	23.7
BEAUTIFUL/EASY		96 (2)	96 (2)	7.0	6.6
NEWS/TALK					
NOSTALGIA					0.4
RELIGION/GOSPEL	22 (3)	13 (1)	35 (4)	2.5	3.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (2)		12 (2)	0.9	
	209 (9)	1168 (17)	1377 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGSP	1310	Charlotte	0.4/1.3/ 6/ 124
WIXE	1190	Monroe	0.5/0.9/ 7/ 87
WLON	1050	Lincolnton	0.8/1.9/ 13/ 189
WRDX-F	106.5	Salisbury/Chrlt	0.8/2.6/ 21/ 388
WRHI	1340	Rock Hill	0.6/2.1/ 10/ 197
WSAT	1280	Salisbury	0.3/1.0/ 5/ 93
WSOC	930	Charlotte	0.3/3.5/ 6/ 368
WFGW	1010	Black Mountain	0.3/1.3/ 5/ 210
WFMX-F	105.7	Statesville	0.6/2.1/ 37/ 761
WKZL-F	107.5	Winstn-Slm/Grns	0.6/1.7/ 34/ 633
WMIT-F	106.9	Black Mountain	0.8/3.6/ 22/ 685
WSPA-F	98.9	Spartanburg	0.6/2.2/ 66/ 628
WWDM-F	101.3	Sumter	0.6/1.3/ 14/ 253
WXRC-F	95.7	Hickory	1.2/3.4/ 41/ 837

RADIO STATIONS

AM STATIONS

WBT , 1110, 50 KW (DA-N)	, MOR	NBC, $ 78.00 (Banner)	Jeff-Pilot	
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN, $ 25.00 (HNWH)	Broadcasting Partners	

FM STATIONS

WBT -F, 107.9, 97 KW @ 1962	, AC	, $ 55.00 (Banner)	Jeff-Pilot	
WCKZ-F, 101.9, 100 KW @ 1000	, CHR/URBAN	US 2, $ 45.00 (Durpetti)	Beasley	
WEZK-F, 102.9, 100 KW @ 1545	, BTFL/EZ	, $ 42.00 (CBS)	Keymarket	(HICKORY)
WLVK-F, 96.9 100 KW @ 1554	, COUNTRY	ABC E, $ 58.00 (Republic)	Trumper	(STATESVILLE)
WMXC-F, 104.7, 100 KW @ 1230	, AC	, $ 95.00 (MMR)	EZ	
WPEG-F, 97.9, 50 KW @ 400	, BLACK	RADRAD, $ 64.00 (HNWH)	Broadcasting Part.	(CONCORD)
WRFX-F, 99.7, 100 KW @ 1044	, AOR	, $ 80.00 (Mc-Guild)	Pyramid	(KANNAPOLIS)
WZZG-F, 95.1, 100 KW @ 1000	, CHR	US 1, $ 50.00 (Republic)		
WSOC-F, 103.7, 100 KW @ 1003	, AC	, $ 106.00 (Christal)	Cox	
WWMG-F, 96.1, 100 KW @ 1738	, AC/OLDIES	, $ 51.00 (Eastman)	Voyager	(SHELBY)
WXRC-F, 95.7, 100 K2 @ 1276	, AOR	ABC R, $ 25.00 (---)		(HICKORY)

CALL LETTER CHANGES

WBCY-F changes calls to WBT-F
WROQ-F changes calls to WZZG-F (Jan)

FORMAT CHANGES

WBT-F changes format to AC (Dec)

STATION SALES

WBIF sold by Beasley for $125,000...WAME sold by Swaggert to CBN for $725,000...

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/360,500

MSA Rank/Pop: 110/438,000
ADI # 84
Average Person Ratings: 15.9
Market TSL: 20.75 hours

Stations: 18/18
Diaries: 843/428:1/59.0%
Sample Target: 760
% Below Line: 0.0
% Not Listed: 12.9

1989 Revenue: $12,400,000
HH Inc.: $23,680
Retail $: 3.1 Bil
Pop per Station: 20,027
#1 Biller: WSKZ-F $2,600,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F (CHR)	99/17.3	18.0	19.2	15.0	17.9	17.4	170/2169	1127/31.3	30.5	31.9	76	21.3	142	1298	WSKZ-F
2. WUSY-F (C)	74/12.9	12.2	12.6	12.9	14.0	12.6	185/2128	980/27.2	24.6	21.3	129	12.9	86	918	WUSY-F
3. WDEF-F (EZ)	68/11.9	9.6	10.3	12.9	13.4	11.2	106/1258	885/24.5	20.8	21.6	79	9.3	62	688	WDEF-F
4. WDOD-F (C)	55/ 9.6	8.0	9.4	8.5	7.8	8.9	74/1279	861/23.9	18.9	17.4	110	7.2	48	646	WDOD-F
5. WJTT-F (B)	48/ 8.4	6.9	7.9	8.2	8.8	7.8	58/469	395/11.0	10.8	12.7	105	10.0	67	608	WJTT-F
6. WLMX-F (AC)	39/ 6.8	10.0	10.5	12.4	8.6	9.9	41/749	659/18.3	21.6	19.8	143	9.0	60	713	WLMX-F
7. WNOO (B)	35/ 6.1	4.5	3.4	3.1	3.9	4.3	35/262	247/ 6.9	6.9	6.4	108	3.4	23	270	WNOO
8. WDEF (MOR)	18/ 3.1	2.2	3.8	4.4	3.1	3.4	19/410	366/10.2	8.5	9.9	29	2.8	19	255	WDEF
9. WFXS-F (AOR)	17/ 3.0	2.1	1.1	2.7	2.1	2.2	17/377	354/ 9.8	5.3	8.3	127	5.5	37	465	WFXS-F
10. WDOD (C)	13/ 2.3	1.9	2.3	2.2	1.8	2.2	15/330	289/ 8.0	6.3	5.5	39	1.9	13	235	WDOD

12+ FM SHARE (METRO): 81.53% (406 of 498) (FAL 88: 84.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F>	1 WUSY-F	1 WUSY-F	1 WDEF-F	1 WDEF-F<	1 WUSY-r	1 WSKZ-F>	1 WSKZ-F>>	1 WUSY-F>>
2 WJTT-F	2 WLMX-F	2 WUSY-F>	2 WSKZ-F>	2 WSKZ-F	2 WUSY-F	2 WSKZ-F>	WSKZ-F	2 WUSY-F	2 WJTT-F	2 WSKZ-F
3	WJTT-F	3 WDOD-F	3 WDOD-F<	3 WDOD-F	3 WDOD-F>	3 WUSY-F>	3 WDEF-F	3 WDOD-F	3 WUSY-F>	3 WJTT-F
4	4 WUSY-F>	4 WLMX-F	4 WLMX-F	4 WLMX-F	4 WNOO	4 WDOD-F	4 WDOD-F	4 WDEF-F	4 WDOD-F	4 WDEF-F
5	5 WFXS-F	WJTT-F	5 WDEF-F	5 WDEF-F	5	5 WJTT-F	5 WLMX-F	5 WJTT-F	5 WDEF-F	5
6	WDOD-F	6 WDEF-F	6 WJTT-F	6 WJTT-F>	6	6 WLMX-F	6	6 WLMX-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F	1 WSKZ-F	1 WUSY-F
2 WLMX-F	2 WLMX-F>	2 WLMX-F>	2 WUSY-F	2 WLMX-F
3 WJTT-F>	3 WJTT-F>	3 WJTT-F>	WLMX-F>	3 WSKZ-F
4 WDOD-F	4 WUSY-F	4 WUSY-F	4 WJTT-F	4 WDEF-F
WDEF-F>>	5 WDEF-F	5	5 WDEF-F	5 WJTT-F
6	6	6	6 WDOD-F	6 WDOD-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>>	1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F>	1 WUSY-F<
2 WJTT-F>	2 WUSY-F>	2 WUSY-F>	2 WUSY-F	2 WSKZ-F
3 WDOD-F>	3 WJTT-F	3 WFXS-F	3 WDOD-F	3 WDOD-F>
4 WUSY-F	4 WFXS-F	4 WDOD-F	4 WJTT-F>	4 WDEF-F
WFXS-F>	WDOD-F	5 WJTT-F	5 WFXS-F	5 WJTT-F
6 WQCH	6	6	WDEF-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		99 (1)	99 (1)	19.9	20.9
AOR/CLASSIC		17 (1)	17 (1)	3.4	0.9
AC/OLDIES/SOFT ROCK	1 (1)	45 (2)	46 (3)	9.2	12.9
MOR/VARIETY	18 (1)		18 (1)	3.6	3.6
COUNTRY	23 (3)	129 (2)	152 (5)	30.5	28.7
BLACK/URBAN	35 (1)	48 (1)	83 (2)	16.7	14.8
BEAUTIFUL/EASY		68 (1)	68 (1)	13.7	15.6
NEWS/TALK	6 (1)		6 (1)	1.2	
NOSTALGIA					
RELIGION/GOSPEL	5 (2)		5 (2)	1.0	2.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.8	
	92 (10)	406 (8)	498 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDXB	1490	Chattanooga	0.5/3.0/ 3/ 108
WFLI	1070	Lookout Mountn	0.5/3.2/ 3/ 128
WGOW	1150	Chattanooga	1.0/5.2/ 6/ 189
WLMX	980	Rossville/Chtng	0.2/0.5/ 1/ 19
WMOC	1450	Chattanooga	0.3/1.8/ 2/ 65
WQCH	1590	Lafayette	1.2/1.8/ 7/ 66
WSDQ	1190	Dunlap	0.7/1.6/ 4/ 69
WSGC-F	101.9	Ringgold	1.0/5.5/ 8/ 258

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS, NBC, $ 30.00 (Katz)	Park	
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC E, $ 20.00 (Banner)	Bahakel	
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC I, $ 12.00 (---)		
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALK	SUN, $ 20.00 (Christal)	Bloomington	
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN, $ 15.00 (Eastman)		
WDEF-F, 92.3, 97 KW @ 895	, BTFL/EZ	ABC D, $ 35.00 (Katz)	Park	
WDOD-F, 96.5, 100 KW @ 1080	, COUNTRY	ABC E, $ 40.00 (Banner)	Bahakel	
WJTT-F, 94.3, 3 KW @ 300	, BLACK	RADRAD, $ 22.00 (HNWH)		
WLMX-F, 105.5, 3 KW @ 270	, AC	, $ 44.00 (Republic)	Baum	(ROSSVILLE, GA)
WSGC-F, 101.9, 3 KW @ 650	, OLDIES	, $ /A (---)		(RINGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076	, CHR	, $ 57.00 (Christal)	Bloomington	
WUSY-F, 100.7, 100 KW @ 500	, COUNTRY	MBS, $ 52.00 (Mc-Guild)	Colonial	
WFXS-F, 102.3, 3 KW @ 287	, CLASSIC ROCK	NBC, $ 16.00 (Eastman)		

MISCELLANEOUS COMMENTS: WYVY-F changed to WFXS-F and format from BLACK to CLASSIC AOR (Sep)...WLMX A/F (Roseville) sold to BAUM by Media Capital for $7,000,000 (Blackburn)...WDXB now programming COUNTRY...

CHICAGO

Arbitron Rank/Pop (12+): 3/6,744,900

MSA Rank/Pop: 3/8,210,000
ADI # 3
Average Person Ratings: 18.4
Market TSL: 24.00 hours

Stations: 35/35
Diaries: 3304/2041:1/52.2%
Sample Target: 3150
% Below Line: 0.0
% Not Listed: 9.9

1989 Revenue: $228,000,000
HH Inc.: $33,675
Retail $: 60.0 Bil
Pop per Station: 192,711
#1 Biller: WGN $37,400,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGN (N/T)	1325/10.7	9.3	9.1	9.5	8.6	9.6	1537/19407	16318/24.2	19.9	21.2	68	8.7	1035	13409	WGN
2. WGCI-F (B)	910/ 7.3	6.7	6.2	7.4	6.7	6.9	918/10256	10149/15.0	13.4	14.3	89	9.4	1124	11520	WGCI-F
3. WVAZ-F (B)	633/ 5.1	4.9	4.7	6.0	4.2	5.2	635/7117	7063/10.5	10.3	11.3	137	6.1	725	5969	WVAZ-F
4. WBBM (N/T)	612/ 4.9	5.5	5.3	4.8	6.0	5.1	684/14062	12354/18.3	19.6	18.8	69	5.1	604	9736	WBBM
5. WLUP-F (AOR)	513/ 4.1	4.4	4.8	4.8	4.3	4.5	533/8981	8758/13.0	13.1	13.3	112	5.8	686	10006	WLUP-F
6. WBBM-F (CHR)	499/ 4.0	3.6	4.1	3.8	3.2	3.9	503/10322	10097/15.0	15.1	15.3	63	5.5	653	11633	WBBM-F
7. WYTZ-F (CHR)	468/ 3.8	3.7	4.4	3.6	4.0	3.9	501/9555	9027/13.4	14.1	14.3	47	4.6	552	11635	WYTZ-F
8. WLUP (N/T)	459/ 3.7	3.5	2.5	3.1	2.8	3.2	511/5714	5201/ 7.7	8.2	6.3	141	2.6	306	4249	WLUP
9. WXEZ-AF (EZ)	454/ 3.7	4.1	4.5	5.2	6.1	4.4	461/6480	6263/ 9.3	9.3	11.3	100	2.2	228	4435	WXEZ-AF
10. WUSN-F (C)	435/ 3.5	3.7	2.7	3.4	3.0	3.3	446/6146	5836/ 8.7	7.3	8.0	111	3.8	451	6234	WUSN-F
11. WXRT-F (AOR)	425/ 3.4	2.3	2.7	2.7	2.4	2.8	434/5420	5267/ 7.8	6.5	6.4	153	3.1	372	4692	WXRT-F
12. WCKG-F (AOR)	419/ 3.4	3.8	4.1	4.0	4.3	3.8	492/8873	8073/12.0	11.6	12.3	97	5.1	610	7864	WCKG-F
13. WJJD (BB)	401/ 3.2	2.6	3.0	2.7	2.3	2.9	426/4939	4621/ 6.9	6.6	5.1	34	2.3	273	3847	WJJD
14. WKQX-F (AC)	385/ 3.1	4.4	4.0	3.1	4.1	3.7	413/8383	8098/12.0	13.4	13.8	129	3.4	405	6841	WKQX-F
15. WTMX-F (AC)	384/ 3.1	2.6	2.6	2.7	3.0	2.8	390/5898	5752/ 8.5	8.2	10.2	139	2.2	264	4537	WTMX-F
WJMK-F (O)	384/ 3.1	3.5	2.8	3.4	4.2	3.2	407/8168	7628/11.3	10.4	13.8	139	2.8	331	5258	WJMK-F
17. WLIT-F (AC)	350/ 2.8	2.0	3.0	3.6	3.2	2.8	354/4948	4794/ 7.1	7.4	10.5	146	1.8	218	3370	WLIT-F
18. WNUA-F (J/NA)	289/ 2.3	2.1	2.3	1.3	2.5	2.0	291/4874	4775/ 7.1	7.1	6.2	152	2.4	282	4294	WNUA-F
19. WMAQ (N/T)	262/ 2.1	1.8	1.8	1.6	1.4	1.8	311/8444	7089/10.5	8.4	6.6	67	2.2	259	4970	WMAQ
20. WNIB-F (CL)	225/ 1.8	1.3	1.2	1.3	1.4	1.4	226/3605	3539/ 5.2	4.8	4.1	100	0.9	104	1846	WNIB-F
21. WFYR-F (AC)	221/ 1.8	1.6	2.0	1.9	1.8	1.8	230/5482	5244/ 7.8	8.5	8.9	150	2.0	242	4486	WFYR-F
22. WLS (N/T)	179/ 1.4	1.4	1.6	1.6	1.6	1.5	256/4744	3168/ 4.7	5.7	5.5	86	1.3	154	2775	WLS
23. WOJO-F (SP)	152/ 1.2	1.9	1.7	1.6	1.2	1.6	155/2028	2014/ 3.0	3.3	3.1	117	1.3	154	2231	WOJO-F
24. WIND (SP)	147/ 1.2	1.4	1.0	0.5	0.8	1.0	148/1609	1574/ 2.3	2.3	2.0	108	0.6	67	1294	WIND
25. WFMT-F (CL)	132/ 1.1	1.3	1.4	1.2	1.3	1.3	138/3321	3171/ 4.7	5.2	4.7	82	1.1	134	2409	WFMT-F

12+ FM SHARE (METRO): 66.98% (7501 of 11199) (FAL 88: 70.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYTZ-F	1 WGCI-F	1 WGCI-F	1 WVAZ-F	1 WGN	1 WGN >>	1 WGN >	1 WGN >	1 WGN	1 WGCI-F>	1 WGN >>
2 WGCI-F	2 WLUP-F	2 WVAZ-F	2 WGCI-F	2 WVAZ-F	2 WBBM	2 WLUP-AF	2 WXEZ-AF	2 WGCI-F	2 WGN >	2 WBBM >>
3 WBBM-F	3 WVAZ-F	3 WLUP-F	3 WGN	3 WGCI-F	3 WXEZ-AF	3 WBBM	3 WGCI-F<	3 WLUP	3 WVAZ-F	3 WGCI-F>
4	4 WCKG-F<	4 WLUP	4 WXRT-F<	4 WXRT-F	4 WJJD	4 WGCI-F>	4 WLUP <	4 WVAZ-F	4 WYTZ-F<	4 WVON >
5	5 WXRT-F<	5 WXRT-F<	5 WLUP	WLUP	5 WUSN-F	5 WVAZ-F	5 WVAZ-F	5 WBBM-F	5 WBBM-F	5 WMAQ >
6	6 WLUP	6 WGN	6 WLUP-F	6 WLUP-F	6 WVAZ-F<	6 WBBM-F	6 WTMX-F	6 WYTZ-F	6 WBBM	6 WVAZ-F
7	7 WBBM-F>	7 WCKG-F	7 WTMX-F	7 WTMX-F	7 WGCI-F	7 WMAQ	7 WJJD <	WCKG-F<	7 WCKG-F	7 WBBM-F
8	8 WTMX-F<	8 WBBM-F	8 WJMK-F	WJMK-F	8 WJMK-F	WKQX-F	8 WXRT-F	8 WXEZ-AF	8 WLUP-F	8 WLUP-F
9	9 WKQX-F	9 WTMX-F<	9 WLIT-F<	9 WLIT-F<	9 WMAQ	9 WYTZ-F	WLIT-F<	WLUP-F<	9 WJMK-F	9 WJMK-F
10	10 WNUA-F	10 WKQX-F	10 WKQX-F	10 WKQX-F	10 WTMX-F	10 WYTZ-F WXRT-F	10 WUSN-F	10 WXRT-F	10 WXRT-F	10 WYTZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F>	1 WGCI-F	1 WVAZ-F	1 WGCI-F	1 WVAZ-F	1 WGCI-F>	1 WLUP-F	1 WLUP-F<	1 WLUP	1 WGN
2 WBBM-F>	2 WVAZ-F>	2 WGCI-F>	2 WVAZ-F>	2 WGCI-F	2 WLUP-F	2 WGCI-F<	2 WLUP	2 WLUP-F<	2 WLUP
3 WLUP-F	3 WLUP-F	3 WXRT-F	3 WTMX-F	3 WGN	3 WCKG-F	3 WLUP	3 WXRT-F	3 WGCI-F	3 WXRT-F
4 WYTZ-F<	4 WBBM-F<	4 WTMX-F<	4 WKQX-F	4 WTMX-F	4 WYTZ-F<	4 WXRT-F	4 WGCI-F	4 WXRT-F	4 WLUP-F
5 WVAZ-F	5 WCKG-F	5 WLUP-F<	5 WBBM-F	5 WKQX-F	5 WBBM-F	5 WCKG-F	5 WNUA-F<	5 WGN	5 WVAZ-F
6 WCKG-F	6 WTMX-F	6 WCKG-F	6 WLUP-F	6 WXEZ-AF	6 WLUP >	6 WVAZ-F	6 WVAZ-F	6 WVAZ-F<	6 WJMK-F<
7 WKQX-F	7 WKQX-F<	7 WKQX-F>	7 WCKG-F<	7 WLIT-F	7 WXRT-F	7 WBBM-F	7 WLIT-F<	7 WCKG-F	7 WGCI-F<
8 WTMX-F	8 WXRT-F	8 WBBM-F<	8 WGN	8 WUSN-F	8 WVAZ-F	8 WNUA-F	8 WCKG-F>	8 WNUA-F<	8 WNUA-F
9 WUSN-F>	9 WYTZ-F>	9 WFYR-F	9 WLIT-F	9 WJMK-F	WOJO-F>	9 WYTZ-F	9 WFYR-F	9 WJMK-F	9 WBBM
10 WJMK-F	10 WUSN-F	10 WLIT-F	10 WXEZ-AF	10 WLUP-F	10 WKQX-F	10 WLIT-F	10 WJMK-F	10 WBBM-F	10 WUSN-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		967 (2)	967 (2)	8.6	8.4
AOR/CLASSIC		1357 (3)	1357 (3)	12.1	12.2
AC/OLDIES/SOFT ROCK		1868 (7)	1868 (7)	16.7	21.5
MOR/VARIETY	40 (1)		40 (1)	0.4	
COUNTRY		435 (1)	435 (1)	3.9	3.3
BLACK/URBAN	160 (2)	1543 (2)	1703 (4)	15.2	14.0
BEAUTIFUL/EASY	57 (1)	397 (1)	454 (2)	4.1	6.8
NEWS/TALK	2837 (5)		2837 (5)	25.3	20.7
NOSTALGIA	401 (1)		401 (1)	3.6	2.5
RELIGION/GOSPEL		136 (2)	136 (2)	1.2	0.3
SPANISH	184 (2)	152 (1)	336 (3)	3.0	2.7
CLASSICAL		357 (2)	357 (2)	3.2	3.0
JAZZ/NEW AGE		289 (1)	289 (1)	2.6	3.1
UNKNOWN/OTHERS	19 (1)		19 (1)	0.2	1.5
	3698 (13)	7501 (22)	11199 (35)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCI	1390	CHICAGO	0.5/2.4
WJOB	1230	HAMMOND	0.3/1.1
WJPC	950	CHICAGO	0.2/0.9
WLNR-F	106.3	LANSING/CHICAGO	0.7/2.9
WTAQ	1300	LA GRANGE	0.3/1.0
WVON	1450	CHICAGO	0.8/1.4
WYCA-F	92.3	HAMMOND	0.5/1.3
WYLL-F	106.7	DES PLAINES/CHI	0.6/1.5
WYSY-F	107.9	AURORA	0.4/1.9

RADIO STATIONS

WBBM	780	50 KW	NEWS	CBS	$ 235.00	(CBS)	CBS
WGCI	1390	5 KW (DA-2)	BLACK		$ N/A	(Mc-Guild)	Gannett
WGN	720	50 KW	TALK/VARIETY	ABC 1	$ 300.00	(Christal)	Tribune Co.
WIND	560	5 KW (DA-2)	HISPANIC		$ 75.00	(Katz Hisp)	Tichenor
WJJD	1160	50 KW/4 KW (DA-2)	NOSTALGIA	US 2	$ 125.00	(Katz)	Infinity
WJPC	950	1 KW/5 KW (DA-N)	TALK	NBN	$ 45.00	(---)	Douglas

WLS	890	50 KW	AC/TALK	ABC C	$ 105.00	(Banner)	
WLUP	1000	50 KW (DA-2)	TALK/AOR		$ 115.00	(MMR)	green
WMAQ	670	50 KW	NEWS	NBC APR	$ 125.00	(Group W)	Westinghouse
WVON	1450	1 KW	BLACK TALK	MBS	$ 50.00	(Roslin)	
WXEZ	820	5 KW/1 KW (DA-N)	BTFL/EZ	MBS	$ N/A	(Republic)	Century

FM STATIONS

WBBM	96.3	6.2 KW @ 1174	CHR	RADRAD	$ 140.00	(CBS)	CBS
WCKG	105.9	4.2 KW @ 1575	CLASSIC AOR		$ 150.00	(Katz)	Cox
WFMT	98.7	16 KW @ 1167	CLASSICAL		$ 120.00	(HNWH)	
WFYR	103.5	4 KW @ 1548	SOFT AC		$ 124.00	(Republic)	Summit
WGCI	107.5	33 KW @ 600	BLACK		$ 200.00	(Mc-Guild)	Gannett
WJMK	104.3	4 KW @ 1575	OLDIES	US 2	$ 170.00	(Katz)	Infinity
WKQX	101.1	6 KW @ 1170	AC/CONTEMPORARY	SOURCE	$ 165.00	(HNWH)	Emmis
WLIT	93.9	5 KW @ 1581	SOFT AC		$ 172.00	(Christal)	Viacom

WLUP	97.9	6 KW @ 1174	CHR		$ 200.00	(MMR)	Evergreen
WNIB	97.1	8 KW @ 1196	CLASSICAL		$ 100.00	(CMBS)	
WNUA	95.5	8 KW @ 1170	JAZZ/NAC		$ 125.00	(Durpetti)	Pyramid
WOJO	105.1	6 KW @ 1174	HISPANIC		$ 98.00	(Katz Hisp.)	Tichenor
WTMX	101.9	4 KW @ 1560	AC		$ 163.00	(Mc-Guild)	Bonneville
WUSN	99.5	6 KW @ 1170	COUNTRY	US 2	$ 160.00	(MMR)	Cook Inlet
WVAZ	102.7	6 KW @ 1170	BLACK AC	ABC F	$ 140.00	(Durpetti)	Broadcasting Partners
WXEZ	100.3	6 KW @ 1167	BTFL/EZ	MBS	$ 175.00	(Republic)	Century
WXRT	93.1	7 KW @ 1310	AOR		$ 153.00	(CBS)	
WYTZ	94.7	4 KW @ 1535	CHR	ABC R	$ 158.00	(Banner)	Cap Cities/ABC

CALL LETTER CHANGES

FORMAT CHANGES

WFYR-F changes from OLDIES to SOFT AC (Oct)...WJPC changes from BLACK to MOTIVATIONAL TALK (Jan)

STATION SALES

WYLL-F (Des Plaines) sold to Salem for $9,250,000 (Blackburn)... WJPC from Johnson to Douglas/Winners for $6,000,000...

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,183,200
MSA Rank/Pop: 31/1,720,000
ADI # 30
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 25/22
Diaries: 1496/791:1/60.6%
Sample Target: 1340
% Below Line: 0.9
% Not Listed: 8.1

1989 Revenue: $55,000,000
HH Inc.: $29,445
Retail $: 12.3 Bil
Pop per Station: 53,781
#1 Biller: WLW $12,800,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKRQ-F	(CHR)	211/10.5	9.7	10.6	9.4	9.2	10.1	305/4363	3017/25.5	27.3	24.6	67	12.0	240	3395	WKRQ-F
2. WEBN-F	(AOR)	206/10.3	11.9	10.2	11.9	10.7	11.1	240/3323	2681/22.7	23.6	23.5	102	15.4	309	3215	WEBN-F
3. WWEZ-F	(EZ)	173/ 8.6	5.6	7.1	9.2	9.0	7.6	204/2412	1923/16.3	13.5	16.4	85	4.3	87	1327	WWEZ-F
4. WLW	(MOR)	168/ 8.4	13.4	12.0	8.8	8.5	10.6	271/4524	2767/23.4	29.8	25.2	104	8.1	162	2484	WLW
5. WKRC	(MOR)	122/ 6.1	4.1	5.0	6.6	4.6	5.4	139/2919	2360/19.9	14.5	19.4	93	5.0	101	1639	WKRC
6. WIZF-F	(B)	119/ 5.9	4.4	4.0	3.5	3.1	4.4	120/1062	1044/ 8.8	8.3	6.8	112	3.6	73	1477	WIZF-F
7. WWNK-F	(AC)	115/ 5.7	5.6	6.2	6.6	5.6	6.0	147/2277	1709/14.4	16.7	13.5	137	6.4	128	1780	WWNK-F
8. WOFX-F	(O)	108/ 5.4	5.9	6.0	4.6	5.5	5.5	143/2405	1883/15.9	13.9	15.5	122	6.0	121	1725	WOFX-F
9. WUBE-F	(C)	104/ 5.2	5.3	4.8	4.6	6.4	5.0	155/2033	1246/10.5	11.1	12.1	102	7.2	144	1333	WUBE-F
10. WCKY	(N/T)	96/ 4.8	3.0	3.8	4.9	5.7	4.1	106/1591	1382/11.7	9.2	11.8	50	3.8	76	919	WCKY
11. WRRM-F	(AC)	94/ 4.7	5.3	6.1	5.3	6.1	5.3	119/1793	1443/12.2	14.2	14.6	143	4.8	97	1130	WRRM-F
12. WBLZ-F	(B)	77/ 3.8	4.5	4.3	3.9	3.7	4.1	93/1454	1143/ 9.7	12.6	9.7	105	5.7	115	1617	WBLZ-F
13. WMLX	(BB)	60/ 3.0	1.8	1.9	0.9	1.2	1.9	61/451	415/ 3.5	2.5	1.7	53	1.5	30	275	WMLX
14. WBVE-F	(C)	50/ 2.5	2.5	2.8	2.7	2.7	2.6	86/1376	867/ 7.3	7.3	7.5	120	2.3	47	696	WBVE-F
15. WSAI	(O)	24/ 1.2	1.4	1.2	1.6	1.7	1.4	32/653	491/ 4.1	4.3	4.2	175	1.9	39	505	WSAI
WNOP	(J/NA)	24/ 1.2	1.3	0.6	1.3	1.4	1.1	24/134	134/ 1.1	1.8	1.7	75	0.1	3	67	WNOP
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 71.17% (1313 of 1845) (FAL 88: 73.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F>	1 WEBN-F>	1 WEBN-F	1 WEBN-F	1 WWEZ-F	1 WEBN-F	1 WWEZ-F	1 WEBN-F	1 WLW <	1 WCKY
2 WEBN-F>	2 WKRQ-F	2 WKRQ-F	2 WLW <	2 WLW	2 WLW	2 WKRC	2 WEBN-F	2 WKRQ-F	2 WKRQ-F	2 WLW
3 WIZF-F	3 WOFX-F	3 WOFX-F<	3 WWNK-F	3 WWNK-F	3 WKRC	3 WKRQ-F	3 WKRQ-F	3 WLW <	3 WIZF-F<	3 WIZF-F
4	4 WIZF-F	4 WWNK-F	4 WKRQ-F<	4 WWEZ-F	4 WCKY	4 WLW	4 WLW	4 WWEZ-F	4 WEBN-F>	4 WEBN-F
5	5 WWNK-F	5 WLW <	5 WOFX-F	5 WKRQ-F	5 WUBE-F	5 WWEZ-F	5 WOFX-F	5 WWNK-F<	5 WWNK-F	5 WKRC
6	6 WBLZ-F	6 WRRM-F	6 WRRM-F	6 WRRM-F<	6 WMLX	6 WCKY	6 WRRM-F	6 WOFX-F	6 WOFX-F	6 WKRQ-F
7	7 WRRM-F	7	7 WIZF-F	7 WOFX-F	7	7	7	WIZF-F	7	7 WBLZ-F<
8	8	8	8 WWEZ-F	WIZF-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRQ-F>	1 WKRQ-F	1 WRRM-F<	1 WKRQ-F	1 WRRM-F
2 WEBN-F	2 WEBN-F	2 WWNK-F	2 WRRM-F	2 WWNK-F
3 WIZF-F	3 WRRM-F	3 WKRQ-F	3 WWNK-F	3 WWEZ-F<
4 WBLZ-F	4 WWNK-F	WEBN-F<	4 WIZF-F	4 WKRQ-F
5 WRRM-F	5 WOFX-F	5 WOFX-F	WEBN-F	5 WIZF-F
WOFX-F	6 WIZF-F	6 WIZF-F	6 WWEZ-F<	6 WEBN-F
7	7 WBLZ-F	7 WBLZ-F>	7 WOFX-F	7 WKRC <
8	8	8 WBVE-F>	8 WBLZ-F	8 WUBE-F
9	9	9	9	WOFX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F>>	1 WEBN-F
2 WKRQ-F>	2 WKRQ-F<	2 WOFX-F	2 WLW	2 WLW >
3 WOFX-F	3 WOFX-F	3 WLW	3 WOFX-F<	3 WOFX-F>
4 WIZF-F>	4 WIZF-F	4 WIZF-F	4 WKRQ-F	4 WWNK-F
5 WWNK-F>	5 WWNK-F	5 WWNK-F	5 WIZF-F	WKRC <
6 WBLZ-F	6 WLW	6 WKRQ-F>	6 WWNK-F	6 WWEZ-F<
7 WUBE-F	7	7 WBLZ-F>	7	7 WIZF-F<
WOXY-F>	8	8 WUBE-F>	8	8 WUBE-F
9	9	9	9	WKRQ-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		217 (2)	217 (2)	11.8	10.4
AOR/CLASSIC		227 (3)	227 (3)	12.3	12.2
AC/OLDIES/SOFT ROCK	35 (2)	317 (3)	352 (5)	19.1	22.9
MOR/VARIETY	290 (2)		290 (2)	15.7	14.3
COUNTRY		160 (3)	160 (3)	8.7	10.6
BLACK/URBAN		196 (2)	196 (2)	10.6	7.4
BEAUTIFUL/EASY		173 (1)	173 (1)	9.4	10.8
NEWS/TALK	96 (1)		96 (1)	5.2	6.2
NOSTALGIA	60 (1)		60 (1)	3.3	1.3
RELIGION/GOSPEL	11 (1)	15 (1)	26 (2)	1.4	1.6
SPANISH					
CLASSICAL	16 (1)		16 (1)	0.9	0.5
JAZZ/NEW AGE	24 (1)	8 (1)	32 (2)	1.7	1.5
UNKNOWN/OTHERS					0.5
	532 (9)	13[illegible] 6)	1845 (25)		

OTHER RATED STATIONS			METRO /SHARE/ CUME RATING/ TSA AQH/ TSA CUME
WAKW-F	93.3	Cincinnati	0.7/3.0/25/523
WCIN	1480	Cincinnati	0.8/2.4/17/284
WDJO	1230	Cincinnati	0.5/2.2/11/261
WOXY-F	97.7	Oxford	0.7/1.7/17/260
WRBZ-F	107.1	Milford	0.4/2.2/ 9/268
WTSJ	1050	Cincinnati	0.5/2.0/11/239
WGTZ-F	92.9	Eaton	0.3/1.2/22/514
WPFB-F	105.9	Middletown	0.3/1.1/21/332
WTUE-F	104.7	Dayton	0.3/1.9/35/631

RADIO STATIONS

AM STATIONS

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WCIN,  1480,  5 KW/500 W (DA-2), CLASSICAL              , $  25.00 (CMBS)
WCKY,  1530, 50 KW (DA-N)      , NEWS/TALK     CBS, NBC, $  62.00 (CBS)        Federated
WUBE,  1230,  1 KW             , COUNTRY      NBC, US 2, $  25.00 (Christal)   American
WKRC,   500,  5 KW/1 KW (DA-2) , MOR              ABC E, $  90.00 (Katz)       Great American

WLW ,   700, 50 KW             , MOR              ABC I, $  95.00 (Eastman)    Jacor
WMLX,  1180,  1 KW (DAYS, DA)  , NOSTALGIA          SMN, $  29.00 (---)              (FLORENCE, KY)
WNOP,   740,  1 KW (DAYS, DA)  , JAZZ/VARIETY          , $  20.00 (---)               (NEWPORT, KY)
WSAI,  1360,  5 KW (DA-N)      , OLDIES                , $  28.00 (MMR)        Booth
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FM STATIONS

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WGGR,  103.5,  19 KW @  790, OLDIES            , $  59.00 (Republic)   Dalton
WBVE,   96.5,  19 KW @  810, COUNTRY      ABC D, $  46.00 (Eastman)    Entercom  (HAMILTON)
WEBN,  102.7,  15 KW @  810, AOR               , $ 115.00 (Eastman)    Jacor
WIZF,  100.9,   1 KW @  466, BLACK        ABC C, $  33.00 (HNWH)       Interurban   (ERLANGER, KY)

WKRQ,  101.9,  23 KW @  690, CHR          ABC F, $ 105.00 (Katz)       Great American

WOFX,   94.9,  27 KW @  650, OLDIES         MBS, $  66.00 (MMR)        Hoker    (FAIRFIELD)
WRBZ,  107.1,   3 KW @  300, JAZZ/NAC          , $  33.00 (K & P)                (MILFORD)
WRRM,   98.5,  18 KW @  810, AC                , $  84.00 (Christal)   Susquehanna
WUBE,  105.1,  14 KW @  920, COUNTRY           , $  75.00 (Christal)   American
WWEZ,   92.5,  11 KW @  905, BTFL/EZ           , $  70.00 (CBS)        Federated
WWNK,   94.1,  32 KW @  550, AC                , $  65.00 (MMR)        Booth
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CALL LETTER CHANGES

WDJO changes to WUBE (Jan)
WBLZ changes to WGGR (Jan)

FORMAT CHANGES

WUBE changes from OLDIES to COUNTRY (Jan)...WGGR changes from BLACK to OLDIES (Jan)

STATION SALES

WBVE-F (Hamilton) From Reams to Entercom for $5,850,000 (Stevens)

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,763,200

MSA Rank/Pop: 24/1,850,000
ADI # 10
Average Person Ratings: 18.1
Market TSL: 24.00 hours

Stations: 24/20
Diaries: 1676/1052:1/54.6%
Sample Target: 1640
% Below Line: 2.6
% Not Listed: 10.8

1989 Revenue: $51,500,000
HH Inc.: $29,425
Retail $: 14.2 Bil
Pop per Station: 88,160
#1 Biller: WMMS-F $8,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDOK-F	(AC)	273/ 8.5	5.6	6.6	6.2	6.6	6.7	346/4820	3651/20.7	16.5	19.4	134	6.4	189	2456	WDOK-F
2. WMMS-F	(AOR)	263/ 8.2	7.6	10.7	10.2	9.6	9.2	349/5681	3916/22.2	23.4	23.6	117	12.5	371	4012	WMMS-F
3. WLTF-F	(AC)	252/ 7.9	8.8	9.0	7.3	8.3	8.3	321/4742	3519/20.0	21.3	19.7	135	9.0	265	3402	WLTF-F
4. WZAK-F	(B)	229/ 7.2	6.4	6.4	7.2	7.3	6.8	279/3001	2329/13.2	12.0	11.3	93	10.3	306	3475	WZAK-F
5. WMJI-F	(AC)	218/ 6.8	9.0	6.9	6.3	6.1	7.3	282/4437	3306/18.8	19.1	17.7	146	5.6	167	2610	WMJI-F
6. WNCX-F	(AOR)	194/ 6.1	7.6	7.3	5.1	6.6	6.5	238/3365	2610/14.8	14.5	14.2	123	6.1	179	2171	WNCX-F
7. WQAL-F	(EZ)	190/ 5.9	7.0	6.9	9.7	7.7	7.4	228/3133	2563/14.5	15.7	16.0	69	4.3	127	1533	WQAL-F
8. WPHR-F	(CHR)	171/ 5.4	5.6	3.4	3.8	3.1	4.6	240/4243	2765/15.7	12.9	12.0	56	6.8	202	3299	WPHR-F
9. WGAR-F	(C)	158/ 4.9	4.4	5.5	5.1	4.3	5.0	218/3066	2169/12.3	11.6	11.4	120	5.7	168	1992	WGAR-F
10. WRMR	(BB)	153/ 4.8	4.4	4.5	4.5	5.5	4.6	182/2058	1706/ 9.7	10.8	10.2	35	3.2	94	795	WRMR
11. WWWE	(N/T)	147/ 4.6	5.5	4.6	4.6	4.9	4.8	199/4205	3035/17.2	15.2	17.9	76	4.0	117	2146	WWWE
12. WJMO	(B)	83/ 2.6	2.3	1.9	1.4	1.3	2.0	83/1135	1126/ 6.4	5.9	4.5	135	1.3	38	733	WJMO
13. WCLV-F	(CL)	82/ 2.6	1.6	2.1	3.0	2.7	2.3	94/1496	1234/ 7.0	5.9	7.5	62	1.5	44	1213	WCLV-F
14. WERE	(T)	78/ 2.4	2.5	2.6	3.4	3.2	2.7	83/1715	1596/ 9.1	9.6	9.4	58	2.6	77	1097	WERE
15. WRQC-F	(CHR)	71/ 2.2	2.5	3.1	2.9	2.9	2.7	74/1706	1657/ 9.4	10.1	9.2	59	3.0	89	2419	WRQC-F
16. WNWV-F	(J/NA)	67/ 2.1	2.9	2.4	2.7	3.1	2.5	96/1920	1418/ 8.0	8.4	7.4	148	3.9	114	1690	WNWV-F
17. WHK	(N)	49/ 1.5	0.9	0.9	0.9	0.7	1.0	56/1102	966/ 5.5	3.8	3.0	33	0.9	28	773	WHK
18. WABQ	(REL)	39/ 1.2	1.8	0.9	0.4	1.1	1.1	39/429	429/ 2.4	2.4	2.2	83	0.3	8	118	WABQ
19.																
20.																

12+ FM SHARE (METRO): 77.75% (2216 of 2850) (FAL 88: 77.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WMMS-F	1 WMMS-F	1 WLTF-F<	1 WDOK-F	1 WDOK-F	1 WMMS-F	1 WDOK-F	1 WLTF-F<	1 WZAK-F>	1 WZAK-F
2 WZAK-F>	2 WNCX-F	2 WLTF-F	2 WDOK-F<	2 WLTF-F	2 WQAL-F	2 WMJI-F	2 WLTF-F	2 WMMS-F	2 WPHR-F	2 WWWE >>
3 WRQC-F	3 WZAK-F	3 [illegible]	3 WMJI-F<	3 WMJI-F<	3 WRMR	3 WDOK-F	3 WNCX-F<	WDOK-F	3 WLTF-F	3 WHK
4 WMMS-F	4 WLTF-F	WMJI-F	4 WMMS-F	4 WMMS-F	4 WLTF-F<	4 WLTF-F	4 WMMS-F	4 WZAK-F	4 WMMS-F<	4 WDOK-F
5	5 WMJI-F<	WDOK-F	5 WNCX-F	5 WNCX-F	5 WGAR-F<	5 WQAL-F<	5 WQAL-F	5 WNCX-F	5 WWWE	5 WMJI-F
6	6 WPHR-F	6 WZAK-F	6 WZAK-F	6 WZAK-F	6 WMJI-F<	6 WZAK-F	WMJI-F	6 WQAL-F	6 WNCX-F	6 WERE <
7	7 WDOK-F	7	7	7	7 WWWE	7 WRMR	7 WRMR	7 WMJI-F	7 WDOK-F<	7 WQAL-F
8	8	8	8	8	8	8 WWWE	8	8	8 WHK	8
						WGAR-F			WGAR-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZAK-F<	1 WZAK-F<	1 WLTF-F	1 WLTF-F	1 WLTF-F
2 WPHR-F>	2 WLTF-F	2 WMMS-F	2 WDOK-F	2 WDOK-F>
3 WMMS-F	3 WMMS-F	3 WZAK-F<	3 WZAK-F	3 WMJI-F>
WLTF-F	4 WPHR-F	4 WDOK-F<	4 WMJI-F	4 WZAK-F
5 WDOK-F>	5 WDOK-F	5 WMJI-F>	5 WMMS-F	5 WMMS-F
6 WNCX-F	6 WMJI-F>	6 WPHR-F	6 WPHR-F	6 WGAR-F
WMJI-F	7 WNCX-F	7 WNCX-F	7	7
8 WRQC-F>>	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCX-F	1 WNCX-F	1 WNCX-F	1 WMMS-F<	1 WMMS-F
2 WMMS-F>	2 WMMS-F>>	2 WMMS-F>	2 WNCX-F>	2 WNCX-F
3 WZAK-F>>	3 WZAK-F>	3 WDOK-F>	3 WMJI-F	3 WMJI-F<
4 WLTF-F	4 WMJI-F	4 WZAK-F	4 WZAK-F	4 WDOK-F>
5 WPHR-F	5 WLTF-F	5 WMJI-F	5 WDOK-F	5 WLTF-F
6 WMJI-F	6	6 WLTF-F	6 WLTF-F	6 WZAK-F
7 WRQC-F	7	7	7	7 WGAR-F
8	8	8	8	8 WWWE

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		274 (3)	274 (3)	9.6	7.9
AOR/CLASSIC		473 (3)	473 (3)	16.6	18.6
AC/OLDIES/SOFT ROCK		743 (3)	743 (3)	26.1	23.1
MOR/VARIETY	42 (2)		42 (2)	1.5	
COUNTRY	17 (1)	158 (1)	175 (2)	6.1	5.7
BLACK/URBAN	83 (1)	229 (1)	312 (2)	10.9	9.4
BEAUTIFUL/EASY		190 (1)	190 (1)	6.7	8.5
NEWS/TALK	274 (3)		274 (3)	9.6	11.5
NOSTALGIA	179 (2)		179 (2)	6.3	6.4
RELIGION/GOSPEL	39 (1)		39 (1)	1.4	1.3
SPANISH					
CLASSICAL		82 (1)	82 (1)	2.9	2.9
JAZZ/NEW AGE		67 (1)	67 (1)	2.4	3.4
UNKNOWN/OTHERS					1.2
	634 (10)	2216 (14)	2850 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEOL	930	Elyria	1.0/2.6/ 36/ 557
WGAR	1220	Cleveland	0.5/3.2/ 25/ 786
CKLW	800	Windsor	0.8/2.3/ 60/ 708
WJR	760	Detroit	0.3/1.9/ 18/ 571
WKDD-F	96.5	Akron/Canton	1.0/5.9/172/3290
WONE-F	97.5	Akron/Cleveland	0.5/3.3/113/1977

AM STATIONS

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WABQ,  1540,  1 KW (DAYS)      , RELIGION                 NBN, $  20.00 (---)
WERE,  1300,  5 KW (DA-1)      , TALK                     MBS, $  52.00 (Banner)       Metroplex
WGAR,  1220, 50 KW (DA-N)      , COUNTRY                ABC E, $   N/A  (HNWH)         Nationwide
WHK ,  1420,  5 KW (DA-N)      , BUSINESS NEWS   NBC, TALKNT, $  37.00 (Katz)          Malrite

WJMO,  1490,  1 KW             , BLACK               NBN, SBN, $  34.00 (MMR)           United
WRMR,   850, 10 KW/5 KW (DA-2) , NOSTALGIA                APR, $  44.00 (Christal)      Booth
WWWE,  1100, 50 KW             , NEWS/TALK        ABC I, CNN, $  80.00 (Eastman)
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FM STATIONS

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WCLV,   95.5,  31 KW @  625, CLASSICAL                     , $  59.00 (HNWH)
WDOK,  102.1,  12 KW @  850, SOFT AC                       , $  78.00 (Republic)
WGAR,   99.5,  50 KW @  500, COUNTRY                  ABC E, $  84.00 (HNWH)       Nationwide
WLTF,  106.5,  11 KW @ 1060, AC                         APR, $ 117.00 (Christal)   Booth
WMJI,  105.7,  27 KW @  900, AC                            , $ 105.00 (Eastman)    Jacor
WMMS,  100.7,  34 KW @  600, AOR                SOURCE, NBC, $ 165.00 (Katz)       Malrite

WNCX,   98.5,  16 KW @  960, CLASSIC AOR     ABC F, RADRAD, $  75.00 (Banner)     Metroplex
WNWV,  107.3,  50 KW @  466, JAZZ/NAC                   SMN, $  58.00 (Torbet)               (ELYRIA)
WPHR,  107.9   70 KW @  385, CHR             SOURCE, US 1, $  57.00 (Republic)   Ardman
WQAL,  104.1,  11 KW @ 1060, BTFL/EZ                       , $ 102.00 (Christal)   ML/WIN
WZAK,   93.1,  27 KW @  620, BLACK                   RADRAD, $  81.00 (Durpetti)   Zapis
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CALL LETTER CHANGES

WRQC changes to WJMO-F (Jan)

FORMAT CHANGES

WJMO-F changes from CHR to BLACK (Jan)

STATION SALES

WWWE sold to Booth for $10,000,000 plus WRMR (Crisler)...WGAR from Nationwide to Douglas for $2,000,000 (Mahlman)

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 106/334,000

MSA Rank/Pop: 116/410,000
ADI # 100 (w/Pueblo)
Average Person Ratings: 17.5
Market TSL: 22.75 hours

Stations: 19/16
Diaries: 757/441:1/57.2%
Sample Target: 720
% Below Line: 7.5
% Not Listed: 17.8

1989 Revenue: $11,400,000
HH Inc.: $27,044
Retail $: 2.8 Bil
Pop per Station: 20,875
#1 Biller: KKCS A/F $1,700,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKCS-AF (C)	54/ 9.3	8.4	7.8	10.3	11.6	----	68/786	587/17.6	18.3	16.6	108	9.6	56	593	KKCS-AF
2. KKFM-F (AOR)	44/ 7.5	7.1	6.5	5.2	7.0	----	57/731	521/15.6	16.0	17.6	105	8.7	51	490	KKFM-F
KILO-F (AOR)	44/ 7.5	6.1	9.6	11.1	13.3	----	78/842	523/15.7	16.9	19.3	80	9.6	56	599	KILO-F
4. KRDO-F (EZ)	40/ 6.8	6.2	8.9	9.9	7.0	----	68/738	516/15.4	15.8	16.4	66	5.7	33	383	KRDO-F
5. KKMG-F (CHR)	38/ 6.5	7.1	5.2	----	----	----	51/670	477/14.3	12.9	9.3	65	9.9	58	540	KKMG-F
6. KVUU-F (AC)	37/ 6.3	9.8	8.1	8.2	6.3	----	59/866	608/18.2	21.3	21.1	168	6.0	35	456	KVUU-F
7. KIKX-F (CHR)	33/ 5.6	5.9	7.8	11.5	16.6	----	62/977	602/18.0	20.5	21.1	64	11.1	65	932	KIKX-F
8. KOA (N/T)	30/ 5.1	3.0	3.3	2.6	3.7	----	40/737	434/13.0	10.0	10.4	106	3.6	21	380	KOA
9. KATM-F (CHR)	28/ 4.8	7.5	4.8	4.8	----	----	57/799	521/15.6	19.3	19.2	56	7.5	44	707	KATM-F
10. KSSS (C)	22/ 3.8	2.9	4.8	4.0	3.3	----	25/279	228/ 6.8	8.5	8.2	79	2.2	13	192	KSSS
11. KVOR (N/T)	21/ 3.6	5.2	4.3	3.8	5.5	----	22/447	387/11.6	15.2	11.8	67	3.4	20	314	KVOR
12. KKLI-F (AC)	18/ 3.1	4.1	4.8	3.4	3.5	----	18/331	326/ 9.8	10.8	9.2	135	2.4	14	143	KKLI-F
13. KRDO (AC)	17/ 2.9	3.6	2.4	3.6	1.4	----	18/347	330/ 9.9	9.4	10.3	124	1.9	11	279	KRDO
14. KSPZ-F (AC)	16/ 2.7	5.2	4.3	5.6	6.5	----	29/459	345/10.3	14.7	14.6	133	2.6	15	292	KSPZ-F
15. KCMN (BB)	13/ 2.2	0.7	2.6	1.8	2.0	----	13/126	123/ 3.7	3.0	3.9	27	0.5	3	45	KCMN
16. KBZE-F (J/NA)	12/ 2.1	1.6	0.4	0.4	0.4	----	12/203	203/ 6.1	1.8	1.4	114	1.2	7	115	KBZE-F

12+ FM SHARE (METRO): 77.55% (373 of 481) (FAL 88: 77.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKX-F	1 KILO-F	1 KKFM-F<	1 KVUU-F	1 KVUU-F	1 KRDO-F	1 KKCS-AF	1 KKCS-AF	1 KKCS-AF<	1 KILO-F	1 KKCS-F>
2 KKMG-F>	2 KKFM-F	2 KILO-F	2 KKCS-AF	2 KKCS-AF	2 KOA	2 KKFM-F	2 KILO-F<	2 KILO-F	2 KKMG-F	2 KOA
3 KATM-F	3 KKCS-AF	3 KKCS-AF	3 KKFM-F	3 KKFM-F	3 KKCS-AF	3 KVUU-F	3 KVUU-F	3 KRDO-F	3 KKCS-AF	KVOR
4	4 KKMG-F	4 KVUU-F	4 KILO-F	4 KILO-F	4 KSSS	4 KILO-F	KRDO-F	KIKX-F	4 KATM-F	KKFM-F
5	5 KVUU-F	5 KKMG-F	5 KOA	5 KOA	5 KVOR	5 KKMG-F	KKFM-F	5 KKMG-F	5 KKFM-F	5 KRDO-F
6	6 KATM-F	6	6	6	6	6	6	KKFM-F	KIKX-F	KKMG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKMG-F	1 KKCS-AF	1 KVUU-F	1 KVUU-F	1 KVUU-F	1 KKFM-F	1 KKFM-F	1 KILO-F	1 KKFM-F	1 KKFM-F
KILO-F	2 KVUU-F	2 KKCS-AF>	2 KKCS-AF>	2 KKCS-AF>	2 KILO-F>>	KILO-F>	2 KKCS-AF	2 KILO-F>	2 KKCS-AF
3 KATM-F>	KKMG-F	3 KKLI-F	3 KKMG-F	3 KKLI-F	3 KKMG-F	3 KKCS-AF>	KKFM-F>	3 KKCS-AF>	3 KILO-F
4 KKCS-AF	4 KILO-F	KKFM-F	4 KILO-F	4 KRDO-F	KATM-F	4 KKMG-F>	4 KVUU-F>	4 KVUU-F	4 KVUU-F
KRDO-F	KATM-F	5	KATM-F	5	5 KKCS-AF>	5 KVUU-F	5 KKMG-F>	KKMG-F	5 KOA
KIKX-F>	6 KIKX-F		6	6	6	KATM-F	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		99 (3)	99 (3)	20.6	20.0
AOR/CLASSIC		88 (2)	88 (2)	18.3	18.2
AC/OLDIES/SOFT ROCK	17 (1)	81 (4)	98 (5)	20.4	19.5
MOR/VARIETY	4 (1)		4 (1)	0.8	2.7
COUNTRY	23 (2)	53 (1)	76 (3)	15.8	14.2
BLACK/URBAN					
BEAUTIFUL/EASY		40 (1)	40 (1)	8.3	10.0
NEWS/TALK	51 (2)		51 (2)	10.6	8.6
NOSTALGIA	13 (1)		13 (1)	2.7	2.9
RELIGION/GOSPEL					3.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		12 (1)	12 (1)	2.5	
UNKNOWN/OTHERS					0.6
	108 (7)	373 (12)	481 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHOW	630	Denver	0.7/1.8/ 7/ 94
KRYT-F	107.9	Pueblo	1.7/4.7/ 29/ 409

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN,	$ 15.00 (K & P)		
KRDO, 1240, 1 KW (DA-1)	, OLDIES	,	$ 14.00 (HNWH)		
KSSS, 740, 1 KW/250 W (DA-2)	, COUNTRY	ABC I,	$ 23.00 (Mc-Guild)	Lakoduk	
KVOR, 1300, 5 KW/1 KW	, NEWS/TALK	ABC T, TALKNT,	$ 26.00 (Katz)	Penn	
KIKX-F, 102.7, 100 KW @ 2080	, CHR	,	$ 44.00 (Mc-Guild)	First Sierra	
KILO-F, 93.9, 83 KW @ 2110	, AOR	,	$ 48.00 (Republic)	Bahakel	
KKCS-F, 101.9, 79 KW @ 2220	, COUNTRY	,	$ 37.00 (Torbet)		
KKFM-F, 96.5, 72 KW @ 2300	, CLASSIC AOR	SOUCEE,	$ 34.00 (Christal)	Citadel	
KKLI-F, 106.3, 71 KW @ 2022	, SOFT AC	,	$ 22.00 (Torbet)	Tippie	
KKMG-F, 98.9, 70 KW @ 2200	, CHR	,	$ 29.00 (Durpetti)		(PUEBLO)
KRDO-F, 95.1, 96 KW @ 2010	, BTFL/EZ	,	$ 30.00 (HNWH)		
KSPZ-F, 92.9, 72 KW @ 2130	, AC/OLDIES	,	$ 36.00 (Katz)	Penn	
KVUU-F, 96.9, 87 KW @ 2220	, AC	ABC E,	$ 48.00 (Mc-Guild)	Lakoduk	(PUEBLO)

MISCELLANEOUS COMMENTS: KKCS changes to KWES (Oct)...KSPZ-F reclassified as OLDIES/AC...

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/388,900

MSA Rank/Pop: 105/471,000
ADI # 85
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 18/15
Diaries: 831/468:1/55.8%
Sample Target: 770
% Below Line: 1.5
% Not Listed: 12.6

1989 Revenue: $13,000,000
HH Inc.: $27,951
Retail $: 3.2 Bil
Pop per Station: 25,926
#1 Biller: WCOS-AF $3,000,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWDM-F	(B)	107/15.7	15.7	15.2	18.7	18.9	----	170/1527	871/22.4	24.8	24.5	92	17.6	123	832	WWDM-F
2. WCOS-F	(C)	96/14.1	15.4	16.5	19.5	16.6	----	170/1828	987/25.4	31.6	26.9	91	14.6	102	1000	WCOS-F
3. WTCB-F	(AC)	60/ 8.8	6.6	6.4	5.0	4.1	----	98/1251	744/19.1	14.3	15.3	141	7.2	50	535	WTCB-F
4. WMFX-F	(AOR)	50/ 7.3	10.4	7.4	6.0	4.9	----	51/776	749/19.3	20.7	17.8	110	8.3	58	667	WMFX-F
5. WVOC	(N/T)	45/ 6.6	5.5	5.4	5.8	4.6	----	51/786	646/16.6	16.3	18.2	83	6.7	47	584	WVOC
6. WNOK-F	(CHR)	44/ 6.5	7.3	10.1	8.8	7.8	----	81/1520	843/21.7	22.5	28.3	100	10.5	73	1070	WNOK-F
7. WYYS-F	(CHR)	37/ 5.4	2.9	3.4	3.1	----	----	38/566	544/14.0	12.5	11.5	46	5.6	39	514	WYYS-F
8. WCEZ-F	(EZ)	35/ 5.1	6.9	7.7	5.4	8.4	----	41/526	430/11.1	13.2	13.9	88	2.4	17	312	WCEZ-F
9. WOMG-F	(O)	33/ 4.8	3.4	1.3	1.9	4.9	----	33/521	497/12.8	10.0	9.6	150	4.3	30	402	WOMG-F
10. WSCQ-F	(AC)	27/ 4.0	3.9	5.1	6.0	5.6	----	29/550	495/12.7	11.1	15.1	117	3.6	25	388	WSCQ-F
11. WTGH	(REL)	20/ 2.9	3.2	2.8	3.3	4.1	----	20/274	267/ 6.9	7.2	5.7	103	2.1	15	241	WTGH
12. WOIC	(B)	18/ 2.6	1.0	----	0.3	----	----	19/279	259/ 6.7	2.2	0.0	96	1.1	8	224	WOIC

12+ FM SHARE (METRO): 85.55% (509 of 595) (FAL 88: 85.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYYS-F	1 WWDM-F>	1 WWDM-F>	1 WWDM-F	1 WWDM-F	1 WCOS-F>>	1 WWDM-F	1 WCOS-F	1 WCOS-F	1 WWDM-F>>	1 WWDM-F>>
2 WWDM-F>>	2 WMFX-F>	2 WCOS-F	2 WTCB-F<	2 WCOS-F<	2 WVOC	2 WCOS-F	2 WWDM-F	2 WWDM-F>	2 WCOS-F	2 WCOS-F
3 WNOK-F>	3 WNOK-F	3 WTCB-F	3 WCOS-F>	3 WTCB-F>	WTCB-F<	3 WSCQ-F	3 WTCB-F>	3 WTCB-F	3 WYYS-F	3 WCEZ-F>
4 WCOS-F	4 WCOS-F	4 WMFX-F>	4 WMFX-F	4 WMFX-F	4 WCEZ-F	4 WTCB-F>	4 WMFX-F<	4 WMFX-F<	4 WMFX-F	4 WTCB-F
5	5 WTCB-F>	5 WNOK-F	5 WOMG-F	5 WOMG-F	5 WWDM-F	5 WVOC	5 WCEZ-F	5 WNOK-F	5 WNOK-F	5
6	6 WYYS-F	6	6 WNOK-F	6 WNOK-F	6	WMFX-F	6 WNOK-F<	6 WYYS-F	6 WVOC	6
						7 WNOK-F	7 WOMG-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDM-F>>	1 WWDM-F>	1 WTCB-F	1 WWDM-F	1 WTCB-F	1 WWDM-F>	1 WWDM-F>	1 WWDM-F>	1 WWDM-F>	1 WWDM-F
2 WYYS-F	2 WTCB-F	2 WWDM-F	2 WTCB-F	2 WWDM-F	2 WMFX-F	2 WMFX-F>	2 WMFX-F>	2 WCOS-F	2 WCOS-F>
3 WNOK-F	3 WNOK-F	WNOK-F	3 WCOS-F	WCOS-F>	3 WCOS-F	3 WCOS-F>	3 WCOS-F	3 WMFX-F>	3 WMFX-F<
WMFX-F>	4 WMFX-F>	4 WMFX-F	4 WNOK-F	4 WOMG-F	4 WKWQ-F>	4 WNOK-F	4 WNOK-F	4 WTCB-F	4 WTCB-F
5 WTCB-F	5 WYYS-F	5 WOMG-F	5 WMFX-F	WNOK-F	5 WVOC	5 WYYS-F	5 WTCB-F	5 WVOC	5 WVOC
WCOS-F	WCOS-F	6	6	6	WNOK-F	6	6 WYYS-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		83 (3)	83 (4)	13.9	17.0
AOR/CLASSIC		50 (1)	50 (1)	8.4	9.4
AC/OLDIES/SOFT ROCK	1 (1)	124 (4)	125 (5)	21.0	13.3
MOR/VARIETY					
COUNTRY		100 (2)	100 (3)	16.8	19.6
BLACK/URBAN	18 (1)	117 (2)	135 (3)	22.7	21.8
BEAUTIFUL/EASY		35 (1)	35 (1)	5.9	8.9
NEWS/TALK	45 (1)		45 (1)	7.6	6.2
NOSTALGIA					
RELIGION/GOSPEL	22 (2)		22 (2)	3.7	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	86 (7)	509 (13)	595 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCOS	1400	Columbia	0.0/1.9/ 0/ 116
WKWQ-F	95.3	Batesburg/Clmba	1.5/6.1/ 16/ 319
WOMG	1320	Columbia	0.1/1.1/ 1/ 42
WQXL	1470	Columbia	0.3/1.7/ 2/ 65
WBBQ	1340	Augusta	
WBBQ-F	104.3	Augusta	0.3/2.2/ 8/ 308
WSOC-F	103.7	Charlotte	0.6/3.3/ 6/ 198
WZNY-F	105.7	Augusta/Aiken	0.6/2.0/ 9/ 198

RADIO STATIONS

WOMG, 1320, 5 KW/2.5 KW (DA-N), OLDIES	MBS, $ 26.00 (---)	John Price
WTGH, 620, 1 KW/125 W (DA-1), RELIGION	SBN, $ 12.00 (---)	Willis
WVOC, 560, 5 KW (DA-N), NEWS/TALK	CBS, $ 26.00 (Banner)	
WCEZ-F, 93.5, 3 KW @ 300, BTFL/EZ	NBC, $ 38.00 (Banner)	
WCOS-F, 97.9, 100 KW @ 985, COUNTRY	ABC I, $ 75.00 (Mc-Guild)	GHB
WMFX-F, 102.3, 3 KW @ 322, AOR	, $ 40.00 (Durpetti)	Baum
WNOK-F, 104.7, 100 KW @ 1004, CHR	ABC R, $ 55.00 (Katz)	Voyager
WOMG-F, 103.1, 3 KW @ 300, OLDIES	MBS, $ 27.00 (Banner)	John Price
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC	RADRAD, $ 37.00 (Republic)	
WTCB-F, 106.7, 100 KW @ 580, AC	APR, $ 44.00 (Christal)	Bloomington (ORANGEBURG)
WWDM-F, 101.3, 100 KW @ 1322, BLACK	US 1, $ 52.00 (HNWH)	(SUMTER)
WYYS-F, 96.7, 2 KW @ 400, CHR	, $ 25.00 (---)	

MISCELLANEOUS COMMENTS: WODE changes to WOIC (1230) and format to BLACK (Aug)...WOIC changes to WOMG (1320) and format from BLACK to OLDIES (Aug)...WOIC, WNOK-F sold by Audubon to Voyager for $7,500,000 (Sailors)...WTGH sold to Willis for $500,000.

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,106,200

MSA Rank/Pop: 35/1,340,000
ADI # 34
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 24/21
Diaries: 1346/822:1/57.1%
Sample Target: 1300
% Below Line: 2.3
% Not Listed: 11.3

1989 Revenue: $42,000,000
HH Inc.: $27,661
Retail $: 10.0 Bil
Pop per Station: 52,676
#1 Biller: WNCI-F $8,100,000

12+ METRO			1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WNCI-F	(CHR)	258/13.9	13.7	16.0	13.6	12.4	14.3	336/4359	3250/29.4	30.8	26.8	96	14.5	277	3108	WNCI-F
2.	WSNY-F	(AC)	191/10.3	10.6	10.8	10.3	11.1	10.5	210/3221	2878/26.0	23.9	22.0	130	11.8	225	2730	WSNY-F
3.	WTVN	(MOR)	179/ 9.7	7.1	7.0	6.8	8.3	7.7	232/2603	1908/17.2	16.3	19.4	89	7.2	138	1695	WTVN
4.	WXGT-F	(CHR)	157/ 8.5	7.6	5.4	6.5	5.9	7.0	187/2788	2145/19.4	19.1	20.3	68	9.9	189	2151	WXGT-F
5.	WBNS-F	(EZ)	121/ 6.5	7.2	7.6	8.0	8.1	7.3	146/1971	1519/13.7	16.9	17.6	74	3.4	64	1505	WBNS-F
6.	WHOK-F	(C)	111/ 6.0	5.6	5.6	6.6	4.3	5.9	169/1935	1299/11.7	10.0	10.3	113	5.3	102	1109	WHOK-F
7.	WLVQ-F	(AOR)	107/ 5.8	7.3	9.6	9.1	9.8	8.0	125/2253	1920/17.4	19.4	21.1	109	8.1	155	1935	WLVQ-F
8.	WMGG-F	(AOR)	88/ 4.7	5.1	5.2	4.1	5.0	4.8	116/1881	1591/14.4	15.0	14.8	130	5.8	111	1622	WMGG-F
9.	WVKO	(B)	67/ 3.6	4.7	3.9	4.4	4.1	4.2	67/825	825/ 7.5	6.5	7.3	89	6.4	123	1632	WVKO
10.	WMNI	(C)	51/ 2.8	2.5	2.6	2.7	2.5	2.7	53/722	623/ 5.6	5.2	5.2	100	1.8	35	629	WMNI
11.	WBNS	(MOR)	47/ 2.5	0.9	1.0	1.4	2.6	1.5	56/1374	1248/11.3	4.4	11.4	72	1.3	25	874	WBNS
12.	WXLE-F	(O)	42/ 2.3	1.5	2.0	2.6	2.1	2.1	55/1133	869/ 7.9	6.4	5.9	152	2.1	41	595	WXLE-F
	WCOL	(BB)	42/ 2.3	2.8	1.9	3.5	3.3	2.6	44/612	584/ 5.3	5.9	7.1	26	1.4	26	387	WCOL
14.	WXMX-F	(AC)	30/ 1.6	1.8	----	----	----	0.9	30/591	591/ 5.3	0.0	0.0	169	1.5	29	330	WXMX-F
15.	WBBY-F	(J/NA)	29/ 1.6	1.6	2.1	1.5	1.8	1.7	30/626	616/ 5.6	6.2	6.0	131	1.9	37	643	WBBY-F

12+ FM SHARE (METRO): 72.81% (1197 of 1644) (FAL 88: 72.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F<	1 WNCI-F>	1 WNCI-F	1 WSNY-F<	1 WSNY-F	1 WTVN >	1 WNCI-F	1 WSNY-F	1 WNCI-F	1 WNCI-F	1 WNCI-F>>
2 WXGT-F>>	2 WSNY-F<	2 WSNY-F>	2 WNCI-F>	WNCI-F>	2 WBNS-F	2 WTVN >	2 WNCI-F>	2 WSNY-F<	2 WXGT-F	2 WHOK-F
3 WVKO	3 WXGT-F	3 WXGT-F	3 WTVN	3 WTVN	3 WSNY-F	3 WSNY-F	3 WTVN	3 WTVN	3 WSNY-F>>	3 WLVQ-F
4	4 WLVQ-F>	4 WLVQ-F	4 WLVQ-F	4 WHOK-F	4 WHOK-F	4 WXGT-F	4 WBNS-F	4 WXGT-F>	4 WLVQ-F<	4 WSNY-F
5	5 WMGG-F	5 WMGG-F	5 WMGG-F<	5 WLVQ-F<	5 WNCI-F	5 WLVQ-F	5 WXGT-F	5 WBNS-F	5 WMGG-F	5 WTVN
6	6	6 WTVN	6 WHOK-F<	6 WMGG-F<	6	6 WHOK-F	6 WLVQ-F	6 WHOK-F<	6	6
7	7	7 WHOK-F	7 WXGT-F	7 WXGT-F	7	7 WBNS-F	7 WHOK-F	7 WLVQ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F>>	1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WXGT-F	1 WXGT-F	1 WXGT-F	1 WXGT-F	1 WNCI-F
2 WSNY-F<	2 WSNY-F>>	2 WSNY-F>>	2 WSNY-F>>	2 WNCI-F>	2 WLVQ-F>	2 WLVQ-F	2 WNCI-F	2 WNCI-F<	2 WSNY-F
3 WXGT-F>	3 WXGT-F	3 WLVQ-F>	3 WXGT-F	3 WTVN >	3 WNCI-F	3 WNCI-F>	3 WLVQ-F	3 WLVQ-F	3 WTVN
4 WVKO	4 WLVQ-F<	4 WMGG-F	4 WVKO	4 WHOK-F	4 WMGG-F>	4 WMGG-F	4 WSNY-F	4 WMGG-F<	4 WXGT-F
5	5 WVKO	5 WVKO	WHOK-F	5 WLVQ-F	5 WSNY-F>>	5 WSNY-F	5 WMGG-F>	5 WSNY-F	WMGG-F
6	6	6	6 WTVN <	6	6	6	6 WHOK-F>	6	WLVQ-F
			7 WLVQ-F						7 WHOK-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		422 (3)	422 (3)	25.7	20.7
AOR/CLASSIC		195 (2)	195 (2)	11.9	16.8
AC/OLDIES/SOFT ROCK		284 (4)	284 (4)	17.3	15.8
MOR/VARIETY	259 (4)		259 (4)	15.8	15.0
COUNTRY	62 (2)	119 (2)	181 (4)	11.0	7.7
BLACK/URBAN	67 (1)	20 (1)	87 (2)	5.3	6.3
BEAUTIFUL/EASY		121 (1)	121 (1)	7.4	9.1
NEWS/TALK					
NOSTALGIA	42 (1)		42 (1)	2.6	3.7
RELIGION/GOSPEL	17 (1)		17 (1)	1.0	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		29 (1)	29 (1)	1.8	2.0
UNKNOWN/OTHERS		7 (1)	7 (1)	0.4	1.2
	447 (9)	1197 (15)	1644 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG /AQH/CUME
WCKX-F	106.3	London/Columbus	1.1/4.7/266/568
WCLT-F	100.3	Newark	1.1/2.9/25/489
WHTH	790	Heath	0.6/0.9/24/154
WLOH	1320	Lancaster	0.3/1.3/ 8/158
WRFD	880	Columbus/Wrthgt	0.9/2.2/27/374
WSWZ-F	103.5	Lancaster	0.4/1.6/ 9/216
WLW	700	Cincinnati	1.5/5.1/56/1222
WMRN-F	106.9	Marion	0.4/1.5/34/493
WQIO-F	93.7	Mt. Vernon	0.4/2.0/32/752

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N)	, MOR	APR, CBS,	$ 35.00	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW	, NOSTALGIA	SMN, CBS,	$ 30.00	(Christal)	Great Trails
WNMI,	920,	1 KW/500 W (DA-2)	, COUNTRY	MBS, NBC,	$ 33.00	(Torbet)	
WRFD,	880,	9 KW (DAYS, DA)	, RELIGION	CNN,	$ 20.00	(---)	Salem
WTVN,	610,	5 KW (DA-N)	, MOR	ABC E,	$ 115.00	(Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2)	, BLACK	SBN,	$ 34.00	(Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2.7 KW @	360,	JAZZ	NBC,	$ 32.00	(---)	
WBNS,	97.1,	36 KW @	660,	BTFL/EZ	,	$ 70.00	(Banner)	Columbus Dispatch
WCKX,	106.3,	3 KW @	328,	BLACK	NBN,	$ 30.00	(Roslin)	(LONDON)
WHOK,	95.5,	50 KW @	492,	COUNTRY	APR,	$ 46.00	(Christal)	
WLVQ,	96.3,	18 KW @	753,	AOR	,	$ 143.00	(Katz)	Great American
WMGG,	99.7,	50 KW @	500,	CLASSIC AOR	,	$ 62.00	(Torbet)	
WNCI,	97.9,	175 KW @	565,	CHR	APR,	$ 144.00	(MMR)	Nationwide
WSNY,	94.7,	22 KW @	753,	AC	,	$ 134.00	(Mc-Guild)	Saga
WXGT,	92.3,	22 KW @	753,	CHR/AOR	RADRAD,	$ 70.00	(Christal)	Great Trails
WXLE,	103.1,	1.5 KW @	455,	OLDIES	ABC F, MBS,	$ 31.00	(Durpetti)	Ragen Henry (LANCASTER)

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 126/285,000

MSA Rank/Pop: 128/363,000
ADI # 124
Average Person Ratings: 18.4
Market TSL: 24.75 hours

Stations: 19/18
Diaries: 784/364:1/54.3%
Sample Target: 680
% Below Line: 0.6
% Not Listed: 12.6

1989 Revenue: $8,000,000
HH Inc.: $24,641
Retail $: 2.45 Bil
Pop per Station: 15,833
#1 Biller: KOUL-F $1,500,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KOUL-F	(C)	75/14.3	12.8	14.9	16.9	13.0	----	89/1134	797/28.0	26.9	30.7	131	10.0	43	369	KOUL-F
2. KZFM-F	(CHR)	73/13.9	13.0	14.5	15.1	14.5	----	103/116[illegible]	837/29.4	32.7	33.4	76	24.8	107	743	KZFM-F
3. KNCN-F	(AOR)	46/ 8.8	8.6	9.3	10.5	7.5	----	55/729	574/20.1	16.2	19.3	92	10.9	47	528	KNCN-F
4. KLTG-F	(O)	37/ 7.1	3.1	6.5	3.9	3.4	----	46/523	444/15.6	14.7	14.0	154	5.6	30	282	KLTG-F
5. KUNO	(SP)	36/ 6.9	9.3	7.4	8.2	11.1	----	42/418	357/12.5	13.6	13.5	67	3.9	17	103	KUNO
KRYS-F	(C)	36/ 6.9	7.6	8.2	8.2	8.1	----	57/897	509/17.9	20.3	24.5	101	5.1	22	311	KRYS-F
7. KMXR-F	(AC)	27/ 5.2	5.3	4.5	1.9	3.2	----	40/593	437/15.3	15.3	10.4	142	13.0	56	330	KMXR-F
8. KJKC-F	(CHR)	23/ 4.4	7.0	6.3	6.2	7.5	----	27/552	450/15.8	17.6	17.0	48	7.1	38	617	KJKC-F
9. KCCT	(SP)	22/ 4.2	3.7	4.1	7.0	6.0	----	28/354	283/ 9.9	9.7	11.1	76	3.4	18	205	KCCT
10. KDAE	(EZ)	13/ 2.5	2.7	2.0	2.3	2.4	----	15/156	144/ 5.1	4.6	4.4	44	1.3	7	119	KDAE
11. KWVS-F	(AC)	12/ 2.3	2.7	----	----	----	----	12/168	145/ 5.1	6.2	0.0	183				KWVS-F
KMIQ-F	(?)	12/ 2.3	----	----	----	----	----	12/180	180/ 6.3	0.0	0.0	139				KMIQ-F
KEYS	(O)	12/ 2.3	5.6	3.5	5.8	3.8	----	12/186	180/ 6.3	11.5	11.3	170	1.9	10	200	KEYS

12+ FM SHARE (METRO): 75.98% (348 of 458) (FAL 88: 73.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZFM-F>>	1 KNCN-F<	1 KOUL-F	1 KOUL-F>	1 KOUL-F>	1 KOUL-F	1 KOUL-F	1 KOUL-F>	1 KOUL-F	1 KZFM-F>	1 KZFM-F
2 KJKC-F	2 KZFM-F<	2 KZFM-F<	2 KZFM-F	2 KLTG-F<	2 KUNO	2 KZFM-F	2 KZFM-F	2 KZFM-F>	2 KNCN-F>	2 KUNO
3	3 KOUL-F>	3 KNCN-F	KLTG-F	3 KZFM-F	3 KLTG-F	3 KUNO >	3 KLTG-F	3 KNCN-F	3 KJKC-F	3 KOUL-F
4	4 KRYS-F>	4 KLTG-F	4 KNCN-F	4 KNCN-F<	4 KCCT >	4 KRYS-F<	4 KNCN-F	4 KLTG-F	4 KOUL-F>	KNCN-F>
5	5 KMXR-F	5 KRYS-F	5 KMXR-F	5 KMXR-F<	5 KRYS-F	5 KNCN-F	5 KUNO	5 KRYS-F	5 KRYS-F	5 KMXR-F>
6	6 KLTG-F	6 KMXR-F	6 KRYS-F	6	6	6 KLTG-F	6 KRYS-F	6 KMXR-F	6 KUNO	6 KTRH

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZFM-F>	1 KOUL-F<	1 KOUL-F>>	1 KOUL-F	1 KOUL-F>	1 KNCN-F>>	1 KNCN-F>>	1 KNCN-F	1 KNCN-F>	1 KOUL-F
2 KRYS-F>	2 KZFM-F>	2 KZFM-F	2 KZFM-F>	2 KZFM-F	2 KZFM-F>>	2 KZFM-F	2 KZFM-F	2 KOUL-F<	2 KNCN-F
3 KNCN-F	3 KRYS-F	KMXR-F>	3 KRYS-F	3 KLTG-F	3 KRYS-F	3 KOUL-F	KOUL-F>>	3 KZFM-F	3 KLTG-F
4 KOUL-F>	4 KMXR-F	4 KRYS-F	4 KMXR-F	4 KRYS-F	KOUL-F	4	4 KLTG-F>	4 KLTG-F>	4 KZFM-F>
5 KMXR-F>	5 KNCN-F	5 KLTG-F>	KLTG-F	5 KMXR-F	KJKC-F>>	5	5 KRYS-F>	5 KMXR-F	5 KMXR-F
6 KLTG-F	6	6 KNCN-F	6	6	6 KMXR-F	6	6 KMXR-F	6 KRYS-F	6 KWVS-F
KJKC-F>	7	KMIQ-F>	7	7	7	7	KMIQ-F>>	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		96 (2)	96 (2)	21.0	23.2
AOR/CLASSIC		46 (1)	46 (1)	10.0	10.4
AC/OLDIES/SOFT ROCK	12 (1)	76 (3)	88 (4)	19.2	16.1
MOR/VARIETY					
COUNTRY	3 (2)	116 (3)	119 (5)	26.0	29.6
BLACK/URBAN					
BEAUTIFUL/EASY	23 (2)		23 (2)	5.0	2.9
NEWS/TALK	3 (1)		3 (1)	0.7	
NOSTALGIA					
RELIGION/GOSPEL	11 (1)		11 (1)	2.4	1.9
SPANISH	58 (2)	2 (1)	60 (3)	13.1	13.7
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		12 (1)	12 (1)	2.6	2.3
	110 (9)	348 (11)	458 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCTA	1030	Corpus Christi	2.1/2.8/ 27/ 147
KKHQ-F	98.3	Odem/CorpusChrs	0.4/2.5/ 2/ 70
KRYS	1360	Corpus Christi	0.6/4.4/ 4/ 172
KSIX	1230	Corpus Christi	1.9/4.9/ 11/ 179
KTRH	740	Houston	0.6/2.6/ 5/ 134

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2) , HISPANIC CRC, $ 20.00 (Caballero)
KCTA, 1030, 50 KW (DAYS) , RELIGION , $ 12.00 (---)
KDAE, 1590, 1 KW/500 W (DA-2) , EZ , $ 13.00 (Mc-Guild) (SINTON)
KEYS, 1440, 1 KW (DA-N) , OLDIES CNN, $ 18.00 (Banner)
KRYS, 1360, 1 KW , COUNTRY ABC I, $ N/A (Durpetti)
KSIX, 1230, 1 KW , BTFL/EZ CBS, MBS, $ 14.00 (---)
KUNO, 1400, 1 KW , HISPANIC , $ 29.00 (Katz Hisp.)

KJKC-F, 105.5, 3 KW @ 300, CHR ABC C, $ 24.00 (Christal)
KKHQ-F, 98.3, 3 KW @ 300, HISPANIC , $ 17.00 (Lotus) (ODEM)
KLTG-F, 96.5, 100 KW @ 870, SOFT AC , $ 23.00 (Mc-Guild)
KMXR-F, 93.9, 100 KW @ 900, AC/OLDIES , $ --- (Christal)
KNCN-F, 101.3, 100 KW @ 380, AOR , $ 30.00 (Torbet)
KRYS-F, 99.1, 100 KW @ 880, COUNTRY , $ 31.00 (Durpetti)
KWVS-F, 97.7, 3 KW @ 150, AC , $ 15.00 (Republic) (KINGSVILLE)
KZFM-F, 95.5, 100 KW @ 690, CHR , $ 35.00 (Banner)
KOUL-F, 103.7, 100 KW @ 950, COUNTRY APR, $ 40.00 (Mc-Guild)

MISCELLANEOUS COMMENTS: KJKC-F (Portland) sold for $525,000 (Fischer)...KDAE, KLTG-F sold to Broad Based for $1,900,000 (Peterson)

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,184,300
MSA Rank/Pop: 12 (Dallas) 3,830,000
37 (Fort Worth)
ADI # 7
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 30/30
Diaries: 2311/1378:1/54.1%
Sample Target: 2200
% Below Line: 0.0
% Not Listed: 7.5

1989 Revenue: $129,700,000
HH Inc.: $30,967
Retail $: 30.4 Bil
Pop per Station: 106,143
#1 Biller: KVIL-AF $21,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KVIL-AF (AC)	562/10.2	8.0	8.6	9.3	8.3	9.0	573/5996	5638/17.7	15.9	16.8	134	7.8	459	4803	KVIL-AF
2. KSCS-F (C)	418/ 7.6	6.6	6.9	6.7	7.4	6.9	479/6498	5600/17.6	1[illegible].2	16.4	100	8.0	484	5318	KSCS-F
3. KRLD (N/T)	348/ 6.3	5.3	4.3	4.8	5.9	5.2	417/8137	6941/21.8	14.[illegible]	20.6	87	4.2	256	4544	KRLD
4. KPLX-F (C)	336/ 6.1	5.5	7.3	6.6	6.5	6.4	390/5721	4911/15.4	16.[illegible]	14.2	97	7.1	430	4184	KPLX-F
5. KKDA-F (B)	299/ 5.4	5.6	5.9	8.5	7.2	6.3	317/4071	3456/10.9	12.4	14.0	85	7.3	441	3996	KKDA-F
6. KJMZ-F (B)	260/ 4.7	5.4	4.3	3.4	4.7	4.4	277/4588	4231/13.3	12.0	10.0	45	6.3	378	4922	KJMZ-F
7. WBAP (C)	241/ 4.4	7.3	6.6	5.1	6.2	5.8	453/6991	4110/12.9	15.8	14.3	91	4.0	240	3139	WBAP
8. KMEZ-F (EZ)	222/ 4.0	4.3	4.0	4.4	1.6	4.2	239/2729	2548/ 8.0	8.4	5.9	75	2.7	165	1768	KMEZ-F
9. KLIF (N/T)	195/ 3.5	2.6	2.7	2.6	3.3	2.8	210/2833	2565/ 8.1	6.5	8.5	106	1.6	95	1128	KLIF
10. KTXQ-F (AOR)	187/ 3.4	3.8	3.6	3.6	3.4	3.6	222/3918	3371/10.6	11.4	11.3	112	4.6	279	4355	KTXQ-F
KEGL-F (CHR)	187/ 3.4	4.0	4.4	4.5	4.5	4.1	233/5159	4439/13.9	15.4	16.0	62	5.0	299	4767	KEGL-F
12. KOAI-F (J/NA)	183/ 3.3	3.4	3.3	2.3	2.6	3.1	190/3070	2948/ 9.3	8.9	8.0	155	3.8	232	2614	KOAI-F
13. KHYI-F (CHR)	176/ 3.2	4.2	4.3	4.8	5.0	4.1	197/4514	4211/13.2	15.1	15.1	62	5.2	312	5253	KHYI-F
14. KLUV-F (O)	171/ 3.1	3.4	3.1	3.8	3.4	3.3	193/3967	3272/10.3	9.9	10.1	142	2.6	158	2371	KLUV-F
15. KQZY-F (AC)	165/ 3.0	2.7	2.8	3.7	2.8	3.0	169/2775	2676/ 8.4	7.9	8.2	113	2.3	141	2038	KQZY-F
16. KLTY-F (REL)	159/ 2.9	3.5	2.8	2.4	2.7	2.9	197/2488	1947/ 6.1	7.1	6.3	124	3.3	200	2246	KLTY-F
17. KZPS-F (AOR)	146/ 2.6	2.9	2.7	2.4	2.7	2.7	151/2898	2713/ 8.5	8.8	8.6	135	3.4	206	2878	KZPS-F
KMGC-F (AC)	146/ 2.6	2.8	2.3	2.3	2.5	2.5	152/2502	2321/ 7.3	7.8	8.2	119	2.1	127	1663	KMGC-F
19. KZEW-F (AOR)	116/ 2.1	1.6	2.2	2.4	2.6	2.1	129/2785	2391/ 7.5	7.2	9.6	90	3.3	200	2893	KZEW-F
20. WRR -F (CL)	109/ 2.0	1.7	1.4	1.7	1.4	1.7	113/2159	1975/ 6.2	4.6	3.9	80	1.7	101	1599	WRR -F
21. KAAM (BB)	99/ 1.8	1.3	1.6	0.9	1.3	1.4	100/1543	1489/ 4.7	3.2	3.1	33	1.1	66	806	KAAM
22. KDGE-F (AOR)	75/ 1.4	1.1	1.4	0.7	0.7	1.1	78/1374	1268/ 4.0	3.0	2.2	57	1.9	117	1847	KDGE-F
23. KHVN (REL)	72/ 1.3	2.0	1.8	2.5	1.9	1.9	72/889	889/ 2.8	3.4	3.6	100	1.6	94	785	KHVN
24. KKDA (B)	68/ 1.2	1.8	2.6	1.7	1.7	1.8	69/1175	1139/ 3.6	4.2	3.6	100	1.4	83	877	KKDA
25. KESS (SP)	57/ 1.0	1.0	0.7	1.5	1.0	1.0	58/554	541/ 1.7	1.9	2.6	70	0.5	29	721	KESS

12+ FM SHARE (METRO): 76.83% (3920 of 5102) (FAL 88: 74.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJMZ-F>	1 KVIL-AF	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KVIL-AF>	1 KKDA-F<	1 KRLD >>
2 KHYI-F<	2 KPLX-F	2 KSCS-F	2 KSCS-F	2 KSCS-F	2 KRLD	2 KSCS-F	2 KSCS-F	2 KSCS-F	2 KJMZ-F>	2 KQZY-F<
3 KKDA-F	KKDA-F	3 KPLX-F	3 KPLX-F	3 KPLX-F	3 KSCS-F	3 KRLD	3 KPLX-F	3 KPLX-F	3 KPLX-F	3 WBAP
4	4 KTXQ-F	4 KKDA-F	4 KOAI-F<	4 KRLD	4 WBAP	4 WBAP	4 KMEZ-F<	4 KRLD <	4 KHYI-F<	4 KKDA-F
5	KSCS-F	5 KTXQ-F	5 KKDA-F<	5 KOAI-F	5 KMEZ-F	5 KPLX-F	5 KRLD	5 KJMZ-F<	5 KSCS-F	5 KSCS-F<
6	KEGL-F	6 KOAI-F<	6 KRLD	6 KKDA-F	6 KPLX-F	KKDA-F	6 KLIF <	6 KKDA-F	6 KVIL-AF	6 KMEZ-F
7	7 KJMZ-F	7 KRLD	7 KLUV-F	7 KLUV-F	7 KLIF	7 KMEZ-F	7 WBAP	7 WBAP	KEGL-F	7
8	8 KOAI-F	KEGL-F<	8 KTXQ-F	8 WBAP	8	8 KTXQ-F	KOAI-F	8 KOAI-F	8	8
9	KMGC-F	9 KLUV-F	9 KZPS-F	9	9	9	9	KLIF	9	9
10	10	KJMZ-F	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KJMZ-F<	1 KPLX-F	1 KVIL-AF>	1 KVIL-AF>>	1 KVIL-AF>>
2 KEGL-F	2 KEGL-F	2 KPLX-F	2 KSCS-F	2 KSCS-F
3 KPLX-F	3 KKDA-F<	3 KLTY-F<	KPLX-F>	3 KPLX-F>
4 KKDA-F	4 KJMZ-F	4 KKDA-F<	4 KKDA-F	4 KLTY-F
5 KVIL-AF<	5 KSCS-F	5 KSCS-F	5 KJMZ-F<	5 KKDA-F<
6 KMGC-F<	6 KMGC-F>	6 KMGC-F	6 KEGL-F<	6 KLUV-F
7 KSCS-F	7 KTXQ-F>>	7 KEGL-F	7 KMGC-F	7 KQZY-F
8 KTXQ-F<	8 KDFT >>	8 KLUV-F	8	8
9 KHYI-F	9 KVIL-AF	9 KOAI-F	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSCS-F>	1 KTXQ-F	1 KTXQ-F	1 KSCS-F	1 KRLD
2 KEGL-F	2 KKDA-F	2 KOAI-F	2 KTXQ-F	2 KVIL-AF
3 KJMZ-F	3 KZEW-F<	3 KKDA-F	3 KVIL-AF<	3 KSCS-F<
4 KZEW-F	4 KSCS-F	4 KZEW-F<	4 KRLD	4 KOAI-F
KTXQ-F	5 KOAI-F<	5 KVIL-AF	5 KKDA-F<	5 KTXQ-F
KPLX-F	6 KZPS-F<	6 KZPS-F	6 KOAI-F<	6 WBAP
7 KKDA-F	7 KEGL-F<	KRLD	7 KPLX-F<	7 KLIF <
8 KZPS-F	8 KPLX-F	8	8 KZPS-F	8 KKDA-F
9 KDGE-F	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		363 (2)	363 (2)	7.1	10.2
AOR/CLASSIC		524 (4)	524 (4)	10.3	7.1
AC/OLDIES/SOFT ROCK	46 (2)	1024 (4)	1070 (6)	21.0	21.8
MOR/VARIETY					
COUNTRY	241 (1)	754 (2)	995 (3)	19.5	21.6
BLACK/URBAN	68 (1)	559 (2)	627 (3)	12.3	11.2
BEAUTIFUL/EASY		222 (1)	222 (1)	4.4	5.2
NEWS/TALK	543 (2)		543 (2)	10.6	9.8
NOSTALGIA	99 (1)		99 (1)	1.9	2.1
RELIGION/GOSPEL	101 (2)	159 (1)	260 (3)	5.1	4.9
SPANISH	57 (1)		57 (1)	1.1	1.7
CLASSICAL		109 (1)	109 (1)	2.1	1.5
JAZZ/NEW AGE		183 (1)	183 (1)	3.6	2.8
UNKNOWN/OTHERS	27 (1)	23 (1)	50 (2)	1.0	
	1182 (11)	3920 (19)	5102 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDFT	540	Ferris	0.5/0.6/ 27/ 198
KFJZ	870	Ft. Worth/Dalls	0.5/0.9/ 29/ 275
KJZY-F	99.1	Denton/Dallas	0.4/0.4/ 26/ 511
KLDD	570	Dallas	0.5/2.5/ 47/1157

AM STATIONS

KAAM, 1310, 5 KW (DA-N) , NOSTALGIA SMN, $ 45.00 (Durpetti) Bonneville
KESS, 1270, 5 KW (DA-1) , HISPANIC , $ 53.00 (Caballero)
KHVN, 970, 1 KW/270 W , GOSPEL ABC F, $ 45.00 (Mc-Guild)
KKDA, 730, 500 W (DAYS) , BLACK APR, $ N/A (Katz)
KLDD, 570, 5 KW (DA-2) , SOFT AC US 1, $ 43.00 (MMR) Anchor
KLIF, 1190, 50 KW/5 KW (DA-2) , TALK NBC, $ 75.00 (Eastman) Susquehanna

KRLD, 1080, 50 KW (DA-N) , NEWS CBS, MBS, $ 205.00 (CBS) Command
WBAP, WBAP 820, 50 KW , COUNTRY ABC I, $ 190.00 (Banner) Cap Cities/ABC

FM STATIONS

KHYI, 94.9, 33 KW @ 1509, CHR , $ 130.00 (MMR) Evergreen
KJMZ, 100.3, 89 KW @ 1280, BLACK US 1, $ 110.00 (Mc-Guild) Summit
KKDA, 104.5, 98 KW @ 1585, BLACK APR, $ 178.00 (Katz)
KEGL, 97.1, 97 KW @ 1460, CHR , $ 154.00 (Torbet) Sandusky
KLTY, 94.1, 100 KW @ 1585, RELIGION ABC F, $ 96.00 (HNWH)
KLUV, 98.7, 98 KW @ 1585, OLDIES US 2, $ 117.00 (MMR) TK
KMEZ, 107.5, 25 KW @ 1264, BTFL/EZ US 2, $ 118.00 (Mc-Guild) Gilmore
KMGC, 102.9, 100 KW @ 1572, SOFT AC/JAZZ , $ 116.00 (Christal) Shamrock
KOAI, 106.1, 100 KW @ 1585, JAZZ/NAC , $ 95.00 (HNWH) Gannett

KPLX, 99.5, 100 KW @ 1680, COUNTRY APR, $ 235.00 (Eastman) Susquehanna
KQZY, 105.3, 100 KW @ 1560, SOFT AC , $ 115.00 (Group W) Westinghouse
KSCS, 96.3, 99 KW @ 1680, COUNTRY , $ 153.00 (Banner) Cap Cities/ABC
KTXQ, 102.1, 100 KW @ 1420, AOR RADRAD, $ 146.00 (CBS) CBS
KVIL, 103.7, 100 KW @ 1550, AC , $ 375.00 (Torbet) Infinity
KKWM, 97.9, 99 KW @ 1680, SOFT AC SOURCE, $ 100.00 (MMR) Anchor
KZPS, 92.5, 96 KW @ 1685, CLASSIC AOR , $ 100.00 (Durpetti)
WRR , 101.1, 98 KW @ 1510, CLASSICAL , $ 70.00 (CMBS) City of Dallas

CALL LETTER CHANGES

KZEW-F changes to KKWM (Jan)

FORMAT CHANGES

KLDD changes from OLDIES to
KKWM changes from AOR to SOFT AC

STATION SALES

KRLD sold by Command to Evergreen for $47,000,000 (E) (Americom)...KMGC-F from Shamrock to Cook Inlet for $22,000,000 plus tax certificate.

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 120/299,200

MSA Rank/Pop: 127/369,000
ADI # 78
Average Person Ratings: 16.0
Market TSL: 20.75 hours

Stations: 17/14
Diaries: 758/395:1/57.3%
Sample Target: 720
% Below Line: 1.9
% Not Listed: 10.9

1989 Revenue: $9,300,000
HH Inc.: $31,040
Retail $: 2.7 Bil
Pop per Station: 21,371
#1 Biller: WLLR-F $2,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPXR-F (CHR)	82/17.1	16.4	16.9	14.5	17.3	----	148/1994	1007/33.7	34.7	33.9	86	19.6	97	1057	WPXR-F
WLLR-F (C)	82/17.1	12.2	15.5	15.3	11.3	----	123/1268	722/24.1	21.6	25.4	110	11.9	59	810	WLLR-F
3. WXLP-F (AOR)	69/14.4	11.1	13.2	16.1	9.9	----	109/1132	764/25.5	22.8	22.5	107	18.8	93	907	WXLP-F
4. KUUL-F (O)	45/ 9.4	10.7	6.6	6.6	11.7	----	105/1435	654/21.9	21.4	22.4	148	9.7	48	731	KUUL-F
5. WOC (N/T)	44/ 9.2	10.0	6.2	8.2	11.1	----	54/660	594/19.9	19.9	15.6	61	7.1	35	435	WOC
6. KRVR-F (EZ)	32/ 6.7	8.5	9.3	9.8	7.6	----	46/518	420/14.0	19.0	14.8	84	6.1	30	408	KRVR-F
7. KMJC-F (AC)	24/ 5.0	7.3	5.2	6.2	6.8	----	57/760	372/12.4	14.6	12.1	150	6.9	34	417	KMJC-F
8. WKBF (C)	17/ 3.5	3.6	5.4	5.2	4.9	----	20/322	290/ 9.7	8.7	11.8	23	2.2	11	174	WKBF
9. WMRZ (O)	8/ 1.7	3.0	2.1	2.8	2.7	----	9/211	187/ 6.3	8.7	9.1	176	0.6	3	106	WMRZ
10. KFMH-F (AOR)	6/ 1.3	2.1	1.2	2.2	2.3	----	6/200	110/ 3.7	6.1	3.7	146	1.0	5	148	KFMH-F

12+ FM SHARE (METRO): 80.80% (345 of 427) (FAL 88: 77.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1 WXLP-F	1 WXLP-F	1 WLLR-F<	1 WLLR-F	1 WLLR-F	1 WLLR-F	1 WLLR-F	1 WPXR-F	1 WPXR-F>	1 WXLP-F
2 WXLP-F	2 WPXR-F	2 WPXR-F<	2 WXLP-F	2 WXLP-F<	2 WOC	2 WPXR-F	2 WXLP-F<	2 WLLR-F	2 WXLP-F>	2 WLLR-F
3	3 WLLR-F	3 WLLR-F>	3 WPXR-F	3 WPXR-F	3 KUUL-F	3 WXLP-F	3 WPXR-F	3 WXLP-F>	3 WLLR-F>	3 WOC <
4	4	4 KUUL-F>	4 KUUL-F>	4 KUUL-F>	4 KRVR-F>	4 WOC	4 KUUL-F<	4 KUUL-F	4 WOC	4 WPXR-F>
5	5	5 KMJC-F	5 KMJC-F	5 KMJC-F	5 WKBF	5 KUUL-F	5 WOC	5 WOC	5 KUUL-F	5 WKBF
					6 WPXR-F			KRVR-F	KMJC-F	6 KUUL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXR-F>>	1 WPXR-F>	1 WPXR-F	1 WPXR-F>	1 WPXR-F<		1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F>	1 WXLP-F	1 WLLR-F<
2 WXLP-F>	2 WXLP-F>	2 WXLP-F	2 WLLR-F<	2 WLLR-F		2 WLLR-F	2 WLLR-F>	2 WLLR-F>	2 WLLR-F>	2 WXLP-F>
3 WLLR-F>>	3 WLLR-F>	3 WLLR-F>	3 WXLP-F	3 KUUL-F>		3 WPXR-F>>	3 WPXR-F	3 WPXR-F>	3 WPXR-F	3 KUUL-F
4	4 KMJC-F>	4 KMJC-F	4 KUUL-F>	4 WXLP-F>		4	4	4 KMJC-F>	4 KUUL-F>	4 WPXR-F>
5	5 KUUL-F	5	5 KMJC-F	5 KMJC-F		5	5	5	5 KMJC-F	5 WOC
										KMJC-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		82 (1)	82 (1)	19.2	19.1
AOR/CLASSIC	2 (1)	75 (2)	77 (3)	18.0	16.3
AC/OLDIES/SOFT ROCK	8 (1)	69 (2)	77 (3)	18.0	17.9
MOR/VARIETY	4 (2)		4 (2)	0.9	3.5
COUNTRY	17 (1)	82 (1)	99 (2)	23.2	23.5
BLACK/URBAN					
BEAUTIFUL/EASY		32 (1)	32 (1)	7.5	10.5
NEWS/TALK	51 (3)		51 (3)	11.9	8.4
NOSTALGIA					
RELIGION/GOSPEL		2 (1)	2 (1)	0.5	0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.7	
	82 (8)	345 (9)	427 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBQC-F	93.5	Bettendorf	0.4/1.6/ 8/ 62
KSTT	1170	Davenport	0.4/2.3/ 2/ 79
WJRE-F	92.1	Kewanee	0.6/1.7/ 3/ 51
WKEI	1450	Kewanee	0.4/1.8/ 4/ 89
WBBM	780	Chicago	0.4/1.9/ 12/ 232
WGN	720	Chicago	1.0/3.8/ 41/ 586
WMT	600	Cedar Rapids	0.4/1.8/ 21/ 267

RADIO STATIONS

WKBF,	1270,	5 KW (DA-N)	, COUNTRY	CBS, $ 19.00 (Mc-Guild)		
WMRZ,	1230,	1 KW	, OLDIES	, $ 18.00 (HNWH)	Sconnix	
WOC ,	1420,	5 KW (DA-2)	, NEWS/TALK	NBC, ABC T, $ 34.00 (Christal)		
KFMH-F,	99.7,	50 KW @ 470,	AOR	, $ 16.00 (---)		(MUSCATINE)
KMJC-F,	96.1,	100 KW @ 988,	AC	US 1, $ 25.00 (Eastman)	Arrow	
KRVR-F,	106.5,	60 KW @ 210,	EZ	, $ 24.00 (Christal)	Comm. Service	
KUUL-F,	103.7,	100 KW @ 1220,	OLDIES	US 2, $ 33.00 (Christal)		
WLLR-F,	101.3,	50 KW @ 500,	COUNTRY	, $ 42.00 (HNWH)	Sconnix	
WPXR-F	98.9,	39 KW @ 900,	CHR	ABC R, $ 35.00 (Mc-Guild)	Roth	
WXLP-F,	96.9,	50 KW @ 500,	AOR	, $ 35.00 (Katz)	Goodrich	

MISCELLANEOUS COMMENTS: KLIO-F changes to KMJC-F (Nov)...

DAYTON

Arbitron Rank/Pop (12+): 48/807,400

MSA Rank/Pop: 55/939,000
ADI # 52
Average Person Ratings: 15.5
Market TSL: 20.50 hours

Stations: 24/18
Diaries: 1219/662:1/57.0%
Sample Target: 1120
% Below Line: 10.9
% Not Listed: 12.8

1989 Revenue: $21,500,000
HH Inc.: $28,229
Retail $: 6.5 Bil
Pop per Station: 44,855
#1 Biller: WTUE-F $3,500,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGTZ-F	(CHR)	121/ 9.7	9.5	7.3	8.6	11.0	8.8	166/2731	1937/24.0	20.4	44.2	79	9.9	135	2523	WGTZ-F
2. WHIO	(MOR)	111/ 8.9	7.1	8.8	8.4	8.1	8.3	117/1534	1436/17.8	19.9	16.6	67	4.9	67	1167	WHIO
3. WHKO-F	(C)	107/ 8.5	8.5	8.4	9.0	9.1	8.6	137/1865	1410/17.5	17.4	20.7	112	7.0	95	1263	WHKO-F
4. WTUE-F	(AOR)	104/ 8.3	10.1	9.2	12.1	14.7	9.9	147/2299	1613/20.0	18.9	24.8	107	11.3	154	1900	WTUE-F
5. WWSN-F	(AC)	82/ 6.5	7.8	6.5	7.3	8.7	7.0	91/1347	1153/14.3	14.5	16.3	151	7.1	97	1100	WWSN-F
6. WVUD-F	(AC)	73/ 5.8	5.3	6.1	5.8	5.6	5.8	80/1212	970/12.0	14.2	13.1	128	2.9	40	544	WVUD-F
7. WAZU-F	(AOR)	71/ 5.7	7.8	7.3	3.7	0.7	6.1	106/1628	1061/13.1	14.4	3.5	68	9.6	131	1536	WAZU-F
8. WONE	(C)	68/ 5.4	3.3	4.7	4.7	4.3	4.5	74/1006	806/10.0	10.3	10.8	72	3.9	53	632	WONE
9. WCLR-F	(EZ)	50/ 4.0	3.0	2.7	1.0	2.3	2.7	72/802	583/ 7.2	5.4	3.8	77	1.8	25	337	WCLR-F
10. WLW	(MOR)	49/ 3.9	5.0	4.9	3.7	4.2	4.4	151/2488	841/10.4	12.4	10.3	121	3.2	44	815	WLW
11. WBLZ-F	(B)	44/ 3.5	3.3	5.6	3.2	3.7	3.9	61/941	669/ 8.3	8.8	8.4	109	4.8	66	788	WBLZ-F
12. WYMJ-F	(O)	42/ 3.4	3.8	2.9	3.6	4.4	3.4	46/1058	970/12.0	9.4	14.3	159	5.6	76	795	WYMJ-F
13. WDAO	(B)	35/ 2.8	2.5	1.9	3.3	1.0	2.6	55/485	476/ 5.9	4.2	3.9	114	4.3	59	467	WDAO
14. WING	(AC)	32/ 2.6	1.1	2.3	3.1	3.5	2.3	37/797	672/ 8.3	7.3	10.2	158	1.8	25	431	WING

12+ FM SHARE (METRO): 70.60% (771 of 1092) (FAL 88: 75.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>	1 WTUE-F	1 WTUE-F	1 WTUE-F<	1 WWSN-F	1 WHIO >	1 WHIO >	1 WHKO-F<	1 WGTZ-F<	1 WGTZ-F	1 WHIO >>
2 WAZU-F>>	2 WGTZ-F>	2 WGTZ-F	2 WWSN-F	2 WHKO-F	2 WHKO-F>	2 WGTZ-F	2 WGTZ-F<	2 WTUE-F	2 WAZU-F>	2 WAZU-F
3 WTUE-F	3 WAZU-F	3 WWSN-F	3 WHKO-F<	3 WTUE-F	3 WONE	3 WHKO-F<	3 WWSN-F<	3 WHKO-F	3 WTUE-F<	3 WONE <
4 WBLZ-F	4 WWSN-F	4 WHKO-F	4 WGTZ-F	4 WGTZ-F<	4 WCLR-F<	4 WWSN-F	4 WHIO	4 WWSN-F<	4 WHKO-F	4 WTUE-F<
5	5 WVUD-F	5 WVUD-F	5 WVUD-F	5 WVUD-F	5 WWSN-F	WTUE-F	5 WVUD-F<	5 WVUD-F	5 WHIO	5 WGTZ-F
6	6	6 WAZU-F	6 WYMJ-F	6 WHIO	6 WVUD-F	6 WVUD-F	6 WTUE-F	6 WAZU-F<	6 WBLZ-F	6 WING
7	7	7	7 WHIO	7 WYMJ-F	7	7 WONE	7	7 WONE	7	WHKO-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WCTZ-F>>	1 WGTZ-F>	1 WWSN-F	1 WGTZ-F	1 WWSN-F
2 WAZU-F	2 WWSN-F	2 WTUE-F	2 WWSN-F	2 WHKO-F
3 WWSN-F	3 WTUE-F<	WGTZ-F	3 WHKO-F	3 WGTZ-F
4 WBLZ-F	4 WVUD-F	4 WVUD-F>	4 WVUD-F	4 WVUD-F
WVUD-F	5 WAZU-F	5 WHKO-F>	5 WTUE-F	5 WHIO
WTUE-F>	6 WHKO-F	6 WOFX-F	6 WHIO	6 WTUE-F
7	7	WBLZ-F	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>	1 WTUE-F>	1 WTUE-F>
2 WGTZ-F	2 WGTZ-F	2 WAZU-F	2 WGTZ-F	2 WHKO-F<
3 WAZU-F>>	3 WAZU-F>	3 WGTZ-F>	3 WAZU-F	3 WWSN-F
4 WOFX-F	4 WOFX-F	4 WOFX-F	4 WWSN-F	4 WLW
5 WVUD-F	5 WVUD-F	WLW	5 WLW	5 WVUD-F<
WONE	6	WVUD-F	WVUD-F	6 WGTZ-F
WHKO-F	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		163 (2)	163 (2)	14.9	17.1
AOR/CLASSIC		175 (2)	175 (2)	16.0	16.8
AC/OLDIES/SOFT ROCK	38 (2)	178 (3)	216 (5)	19.8	21.6
MOR/VARIETY	160 (2)		160 (2)	14.7	13.7
COUNTRY	68 (1)	133 (4)	201 (5)	18.4	11.2
BLACK/URBAN	35 (1)	44 (1)	79 (2)	7.2	5.2
BEAUTIFUL/EASY		62 (3)	62 (3)	5.7	10.1
NEWS/TALK					
NOSTALGIA	20 (2)		20 (2)	1.8	2.9
RELIGION/GOSPEL		16 (1)	16 (1)	1.5	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.7
	321 (8)	771 (16)	1092 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBLY	1600	Springfield	0.5/1.7/ 6/ 141
WFCJ-F	93.7	Miamisburg/Datn	1.3/5.2/ 25/ 661
WKSW-F	101.7	Urbana	0.9/1.5/ 18/ 229
WPFB	910	Middletown	1.1/1.7/ 28/ 269
WPFB-F	105.9	Middletown	0.5/2.1/ 24/ 387
WPTW	1570	Piqua	0.5/0.8/ 8/ 104
WBNS-F	97.1	Columbus	0.4/1.1/ 6/ 135
WBVE-F	96.5	Hamilton	0.7/3.7/ 39/ 810
WOFX-F	94.9	Fairfield	1.8/4.3/ 67/ 977
WWEZ-F	92.5	Cincinnati	0.6/1.9/ 33/ 565

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS), BLACK	SBN, $ 28.00 (---)	
WHIO, 1290, 5 KW (DA-N), MOR/TALK	CBS, $ 71.00 (Durpetti)	Cox
WING, 1410, 5 KW (DA-N), OLDIES	NBC, US 1, $ 30.00 (Katz)	Great Trails
WONE, 980, 5 KW (DA-N), COUNTRY	ABC I, $ 45.00 (Mc-Guild)	Summitt
WAZU-F, 102.9, 50 KW @ 493, AOR	ABC F, $ 44.00 (Christal)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476, BTFL/EZ	, $ 18.00 (Regional)	(PIQUA)
WFCJ-F, 93.7, 50 KW @ 492, RELIGION	, $ 15.00 (---)	(MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 590, CHR	, $ 74.00 (Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1060, COUNTRY	, $ 65.00 (Durpetti)	Cox
WPFB-F, 105.9, 34 KW @ 590, COUNTRY	US 2, $ 20.00 (Roslin)	(MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 500, AOR	, $ 77.00 (Mc-Guild)	Summit
WVUD-F, 99.9, 50 KW @ 500, AC	ABC E, $ 41.00 (Republic)	University of Dayton
WWSN-F, 107.7, 50 KW @ 420, AC	, $ 70.00 (Eastman)	Stoner
WYMJ-F, 103.9, 1.5 KW @ 528, OLDIES	US 1, $ 40.00 (Banner)	

MISCELLANEOUS COMMENTS: WYMJ-F changed formats from CHR to OLDIES...

DAYTONA BEACH

Arbitron Rank/Pop (12+): 116/311,400

MSA Rank/Pop: 138/349,700
Orlando ADI
Average Person Ratings: 18.0
Market TSL: 23.75 hours

Stations: 19/8
Diaries: 790/394:1/56.0%
Sample Target: 700
% Below Line: 50.9
% Not Listed: 12.7

1989 Revenue: NA
HH Inc.: $ NA
Retail $: 2.5 Bil
Pop per Station: 38,925
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWLV-F (EZ)	100/17.9	13.6	13.9	12.0	16.6	----	149/1278	798/25.6	20.4	22.5	45				WWLV-F
2. WHTQ-F (AOR)	46/ 8.2	6.0	2.7	4.1	2.2	----	65/664	449/14.4	11.3	9.8	109				WHTQ-F
3. WOCL-F (AC)	45/ 8.0	7.4	7.4	8.3	4.8	----	91/1096	521/16.7	13.7	14.6	175				WOCL-F
4. WJHM-F (B)	38/ 6.8	10.1	9.1	8.7	2.8	----	76/707	446/14.3	14.0	15.9	119				WJHM-F
5. WWKA-F (C)	36/ 6.4	9.9	11.2	11.2	10.7	----	82/903	504/16.2	16.9	21.0	133				WWKA-F
6. WROD (BB)	35/ 6.3	3.9	7.0	3.5	5.3	----	35/373	373/12.0	9.2	10.9	13				WROD
7. WJYO-F (AC)	29/ 5.2	5.1	5.3	6.7	3.7	----	50/768	346/11.1	12.3	11.2	150				WJYO-F
8. WDIZ-F (AOR)	26/ 4.6	4.3	5.7	6.9	5.9	----	35/470	344/11.0	11.8	13.0	152				WDIZ-F
9. WSTF-F (AC)	24/ 4.3	3.7	3.6	3.0	1.5	----	31/599	397/12.7	9.5	13.5	172				WSTF-F
10. WNFI-F (CHR)	19/ 3.4	2.9	4.6	7.5	9.0	----	37/668	340/10.9	10.3	15.0	56				WNFI-F
11. WNDB (T)	18/ 3.2	4.1	4.2	3.1	2.4	----	18/229	229/ 7.4	7.0	9.2	59				WNDB
12. WOMX-F (CHR)	17/ 3.0	5.7	6.6	5.1	10.3	----	25/590	426/13.7	15.9	17.7	103				WOMX-F
13. WGNE-F (C)	16/ 2.9	1.0	----	----	----	----	16/244	224/ 7.0	4.0	0.0	134				WGNE-F
14. WSSP-F (EZ)	12/ 2.1	3.7	4.2	3.5	7.0	----	49/550	241/ 7.7	8.1	9.6	38				WSSP-F
15.															

12+ FM SHARE (METRO): 84.05% (411 of 489) (FAL 88: 83.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WHTQ-F>>	1 WHTQ-F	1 WOCL-F>	1 WOCL-F>	1 WWLV-F>>	1 WWLV-F>>	1 WWLV-F>	1 WWLV-F>	1 WWLV-F>	1 WHTQ-F
WNFI-F>	2 WDIZ-F	2 WOCL-F>	2 WHTQ-F<	2 WHTQ-F	2 WROD	2 WWKA-F	2 WHTQ-F	2 WHTQ-F	2 WHTQ-F	WNDB
3 WOMX-F	3 WJHM-F	3 WJHM-F	3 WWKA-F	3 WWKA-F	3 WOCL-F<	WOCL-F	3 WOCL-F	3 WWKA-F	3 WJHM-F	3 WWKA-F
4 WHTQ-F	4 WOCL-F	WDIZ-F	4 WJYO-F	4 WJHM-F	4 WWKA-F	4 WJHM-F<	4 WROD <	WJHM-F	4 WNDB	WJHM-F
5	5 WJYO-F	5 WWKA-F	WJHM-F	WWLV-F	5	5 WHTQ-F	5 WJYO-F<	5 WOCL-F	5 WWKA-F	WWLV-F
			WDIZ-F				6 WWKA-F		WOCL-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F	1 WJHM-F>	1 WJYO-F	1 WOCL-F	1 WOCL-F	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>	1 WHTQ-F>	1 WOCL-F
WHTQ-F>	2 WJYO-F	WJHM-F	2 WJHM-F>	2 WJHM-F	2 WDIZ-F	2 WDIZ-F>>	2 WDIZ-F>	2 WDIZ-F	WHTQ-F
3 WSTF-F	WHTQ-F	3 WWKA-F	3 WJYO-F	3 WJYO-F	3 WNFI-F	3 WSTF-F	3 WOCL-F	3 WOCL-F>	3 WDIZ-F>
WDIZ-F	4 WOCL-F	WOCL-F>	4 WWKA-F	WWLV-F	4 WJHM-F>	WOCL-F	4 WSTF-F	4 WWKA-F	4 WWKA-F
WNFI-F	5 WWKA-F	5 WHTQ-F	WSTF-F	5 WWKA-F	5 WOMX-F>>	5	5 WJYO-F>>	5 WSTF-F	5 WSTF-F
			6 WHTQ-F						

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		39 (3)	39 (3)	8.0	13.6
AOR/CLASSIC		72 (2)	72 (2)	14.7	9.2
AC/OLDIES/SOFT ROCK		98 (3)	98 (3)	20.0	18.0
MOR/VARIETY	9 (1)		9 (1)	1.8	1.3
COUNTRY		52 (2)	52 (2)	10.6	12.7
BLACK/URBAN		38 (1)	38 (1)	7.8	10.0
BEAUTIFUL/EASY		112 (2)	112 (2)	22.9	19.8
NEWS/TALK	18 (1)		18 (1)	3.7	5.6
NOSTALGIA	38 (2)		38 (2)	7.8	8.4
RELIGION/GOSPEL	5 (1)		5 (1)	1.0	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.0
UNKNOWN/OTHERS	8 (1)		8 (1)	1.6	0.4
	78 (6)	411 (13)	489 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WMFJ-	1450	Daytona Beach	0.9/2.2/ 5/ 67
WPUL	1590	S. Daytona	1.4/3.3/ 8/ 104
WSBB	1230	New Smyra Bch	0.5/2.9/ 3/ 89
WDBO	580	Orlando	1.6/2.6/ 13/ 153
WHLY-F	106.7	Leesburg	0.5/3.3/ 11/ 306

RADIO STATIONS

WNDB, 1150, 1 KW (DA-N) , TALK CBS, ABC T, $ 20.00 (Eastman) Root
WPUL, 1590, 1 KW (DAYS) , ?? SMN, SBN, $ 12.00 (---)
WROD, 1340, 1 KW , NOSTALGIA ABC I, US 2, $ 17.00 (K & P)

WNFI-F, 99.9, 100 KW @ 1249, CHR ABC C, $ 56.00 (Katz) Heritage-Polacek
WWLV-F, 94.5, 100 KW @ 1249, BTFL/EZ , $ 50.00 (Eastman) Root

DENVER

Arbitron Rank/Pop (12+): 24/1,599,500

MSA Rank/Pop: 27/1,930,000
ADI # 19
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 31/31
Diaries: 1679/953:1/54.5%
Sample Target: 1560
% Below Line: 0.0
% Not Listed: 9.3

1989 Revenue: $67,000,000
HH Inc.: $32,533
Retail $: 14.5 Bil
Pop per Station: 51,596
#1 Biller: KOA $10,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KOA	(N/T)	233/ 8.4	6.1	6.2	6.4	7.9	6.8	328/5935	4258/26.6	19.0	23.1	83	7.9	223	3697	KOA
2. KRXY-AF	(CHR)	208/ 7.5	7.5	7.0	7.0	5.8	7.3	218/3520	3257/20.4	18.3	18.2	67	9.5	259	3393	KRXY-AF
3. KBCO-AF	(AOR)	204/ 7.3	6.9	8.2	7.5	8.3	7.5	218/2665	2391/14.9	15.3	15.4	140	7.3	200	1945	KBCO-AF
4. KOSI-F	(EZ)	196/ 7.1	5.8	6.3	6.3	7.2	6.4	217/2619	2317/14.5	14.3	14.3	73	3.8	107	1076	KOSI-F
5. KXKL-F	(O)	161/ 5.8	7.1	7.3	6.8	6.3	6.8	216/3144	2497/15.6	19.4	17.0	136	4.7	133	1882	KXKL-F
KYGO-F	(C)	161/ 5.8	6.3	6.5	6.9	5.0	6.4	191/2389	2059/12.9	13.2	11.5	116	6.9	195	1790	KYGO-F
7. KQKS-F	(CHR)	146/ 5.3	5.1	4.9	5.5	4.8	5.2	184/2892	2358/14.7	15.0	12.6	30	5.8	163	2163	KQKS-F
8. KXLT-F	(AC)	138/ 5.0	5.3	4.2	4.7	4.4	4.8	150/2061	1877/11.7	12.3	12.1	126	3.7	104	1161	KXLT-F
9. KAZY-F	(AOR)	129/ 4.7	5.4	6.3	5.4	5.8	5.4	164/2760	2226/13.9	14.4	14.7	74	8.7	245	3380	KAZY-F
10. KSYY-F	(AC)	111/ 4.0	4.0	2.7	2.0	1.8	3.2	121/2073	1891/11.8	8.8	5.0	133	1.9	54	765	KSYY-F
11. KBPI-F	(AOR)	104/ 3.8	4.0	3.5	5.1	5.2	4.1	134/2591	2164/13.5	14.0	16.0	103	5.9	166	2718	KBPI-F
12. KRFX-F	(AOR)	102/ 3.7	4.0	4.0	3.6	2.7	3.8	119/2073	1744/10.9	12.8	12.1	143	3.0	85	1368	KRFX-F
13. KHOW	(MOR)	81/ 2.9	3.4	3.2	2.4	2.7	3.0	104/1848	1519/ 9.5	7.3	8.8	117	2.3	66	895	KHOW
14. KVOD-F	(CL)	72/ 2.6	3.2	3.3	4.2	3.2	3.3	80/1227	1144/ 7.2	8.5	8.8	104	1.6	46	1328	KVOD-F
15. KEZW	(BB)	69/ 2.5	2.1	2.4	3.4	1.9	2.6	72/872	829/ 5.2	4.9	4.7	20	1.8	50	620	KEZW
16. KLZ	(C)	68/ 2.5	2.9	2.0	2.2	2.4	2.4	100/1218	835/ 5.2	5.9	6.3	56	1.6	44	731	KLZ
17. KHIH-F	(J/NA)	64/ 2.3	2.6	2.8	2.5	3.2	2.5	67/1275	1215/ 7.6	7.1	8.0	148	3.3	94	1151	KHIH-F
18. KYBG	(N/T)	58/ 2.1	1.4	0.5	0.6	0.9	1.1	63/946	793/ 5.0	2.8	3.8	119	1.4	38	610	KYBG
19.																
20.																

12+ FM SHARE (METRO): 73.62% (1850 of 2513) (FAL 88: 73.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOSI-F	1 KBCO-AF	1 KBNO	1 KBCO-AF>	1 KBCO-AF	1 KOA	1 KOA	1 KBCO-AF	1 KBCO-AF	1 KRXY-AF	1 KOA >>
2 KRXY-AF	2 KRXY-AF>	2 KRXY-AF	2 KXKL-F	2 KXKL-F	2 KOSI-F>	2 KRXY-AF	2 KOSI-F	2 KRXY-AF<	2 KQKS-F	2 KOSI-F
3	3 KAZY-F	3 KXKL-F	3 KXLT-F	3 KOA	3 KYGO-F	KBCO-AF	3 KOA	3 KOSI-F<	3 KAZY-F<	3 KYGO-F
4	4 KBPI-F	4 KXLT-F	4 KYGO-F<	4 KYGO-F	4 KXKL-F	4 KXKL-F	4 KRXY-AF<	4 KQKS-F	4 KOA	4 KHOW <
5	5 KXLT-F	5 KYGO-F	5 KOA	5 KXLT-F	5 KSYY-F<	5 KOSI-F	5 KXKL-F<	5 KXKL-F<	5 KYGO-F	5 KBCO-F
6	KRFX-F	6 KAZY-F<	6 KRFX-F<	6 KSYY-F	6 KEZW	6 KYGO-F	6 KYGO-F	6 KYGO-F	6 KXKL-F	6 KXKL-F
7	7 KXKL-F<	7 KOA	7 KSYY-F<	KRFX-F<	7 KVOD-F<	7 KXLT-F	7 KXLT-F	7 KOA	7 KXLT-F<	KAZY-F>
8	8 KQKS-F	8 KRFX-F>>	8 KRXY-AF	8 KOSI-F<	8 KHOW	8 KHOW	KSYY-F	8 KXLT-F	8 KOSI-F	8
9	9	9 KBCO-AF	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRXY-AF	1 KRXY-AF>	1 KBCO-AF	1 KRXY-AF	1 KBCO-AF
2 KQKS-F>	2 KBCO-AF	2 KRXY-AF>	2 KXLT-F<	KSYY-F
3 KXLT-F>	3 KXLT-F	3 KYGO-F	3 KBCO-AF	3 KXKL-F<
4 KBCO-AF	KQKS-F	KRFX-F	4 KSYY-F	4 KXLT-F<
KAZY-F	5 KYGO-F	5 KXKL-F	5 KYGO-F	5 KOSI-F
6 KYGO-F	6 KRFX-F	6 KXLT-F>	KXKL-F	6 KRXY-AF
KBPI-F>	7 KXKL-F	7 KSYY-F	7 KQKS-F	7 KYGO-F
8 KBNO >	8 KBPI-F	8 KHIH-F	8	8 KOA
9	9	KBPI-F	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KAZY-F>	1 KBCO-AF>	1 KBCO-AF>	1 KBCO-AF>	1 KBCO-AF>
2 KRXY-AF>	2 KAZY-F>	2 KRFX-F	2 KXKL-F	2 KXKL-F<
3 KQKS-F	3 KBPI-F	3 KBPI-F	3 KAZY-F	3 KOA
4 KBPI-F	4 KRXY-AF	4 KAZY-F	4 KOA	4 KYGO-F
5 KBCO-AF	5 KRFX-F	5 KXKL-F	5 KBPI-F	5 KRFX-F
6 KLZ	6 KXKL-F	6 KXLT-F<	6 KRFX-F<	6 KXLT-F<
7 KXKL-F>	7 KXLT-F<	7 KYBG	7 KYGO-F	7 KBPI-F<
8 KOA	8 KOA	8 KOA <	8 KXLT-F<	8 KAZY-F
9	9	9	9 KRXY-AF	9
	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	10 (1)	344 (2)	354 (3)	14.1	11.9
AOR/CLASSIC	9 (1)	460 (5)	469 (6)	18.7	25.4
AC/OLDIES/SOFT ROCK	34 (2)	512 (4)	546 (6)	21.7	18.7
MOR/VARIETY	81 (1)		81 (1)	3.2	3.1
COUNTRY	99 (2)	161 (1)	260 (3)	10.3	10.3
BLACK/URBAN	12 (1)		12 (1)	0.5	1.3
BEAUTIFUL/EASY		196 (1)	196 (1)	7.8	8.1
NEWS/TALK	328 (4)		328 (4)	13.1	9.9
NOSTALGIA	69 (1)		69 (1)	2.7	2.1
RELIGION/GOSPEL	10 (1)		10 (1)	0.4	0.8
SPANISH	11 (1)		11 (1)	0.4	0.3
CLASSICAL		72 (1)	72 (1)	2.9	3.6
JAZZ/NEW AGE		64 (1)	64 (1)	2.5	3.5
UNKNOWN/OTHERS		41 (1)	41 (1)	1.6	1.0
	663 (15)	1850 (16)	2513 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBNO	1220	Denver	0.4/0.6
KBXG	710	Denver	0.9/3.5
KDEN	1340	Denver	0.5/2.8
KDHT-F	92.5	Greeley	1.5/3.4
KDKO	1510	Littleton/Denve	0.4/1.4
KRKS	990	Denver	0.4/1.5
KRZN	760	Englewood	0.8/2.4
KTCL-F	93.3	Denver	0.6/2.8
KXKL	1280	Denver	0.5/2.2
KYBG-F	92.1	Castle rock	0.6/2.4
KYGO	950	Denver	1.1/3.5

AM STATIONS

KBXG,	710,	5 KW (DA-1)	, TALK	CNN, $ N/A (Banner)	Sandusky
KDEN,	1340,	1 KW	, TALK	ABC C, MBS, $ 35.00 (Savalli)	
KEZW,	1430,	5 KW (DA-N)	, NOSTALGIA	SMN, $ 45.00 (Torbet)	
KHOW,	630,	5 KW (DA-N)	, MOR	MBS, NBC, $ 78.00 (Republic)	Legacy
KLTT,	800,	1 KW (DAYS, DA)	, RELIGION	$ 18.00 (---)	Mortenson
KLZ ,	560,	5 KW (DA-1)	, COUNTRY	SMN, $ 70.00 (Mc-Guild)	Summit
KOA ,	850,	50 KW	, NEWS/TALK	ABC I, ABC E, $140.00 (Eastman)	Subrink
KRZN,	1150,	5 KW/1 KW (DA-2)	, OLDIES	, $ 37.00 (Christal)	Genesis/Booth
KYGO,	950,	5 KW (DA-N)	, COUNTRY	US 2, $ N/A (CBS)	Jeff-Pilot

FM STATIONS

KAZY,	106.7,	100 KW @ 987,	AOR	ABC R, $ 90.00 (Mc-Guild)	Summit
KBCO,	97.3,	88 KW @ 1541,	AOR	, $170.00 (MMR)	Noble (BOULDER)
KBPI,	105.9,	100 KW @ 1433,	AOR	SOURCE, $100.00 (Banner)	Sandusky
KHIH,	94.7,	30 KW @ 984,	JAZZ/NAC	SMN, $ 70.00 (Banner)	Adams (BOULDER)
KXLT,	100.3,	100 KW @ 350,	AC	, $100.00 (Christal)	Genesis/Booth
KOSI,	101.1,	100 KW @ 1624,	BTFL/EZ	, $ 95.00 (Torbet)	
KQKS,	104.3,	28 KW @ 1400,	CHR	, $ 71.00 (HNWH)	Western Cities (LONGMONT)
KRFX,	103.5,	100 KW @ 1061,	OLDIES	CBS, $ 80.00 (Eastman)	Jacor
KRXY,	107.5,	91 KW @ 1149,	CHR	, $109.00 (Katz)	Cap Cities/ABC
KSYY,	95.7,	100 KW @ 725,	SOFT AC	MBS, $ 81.00 (Republic)	Legacy
KTCL,	93.3,	100 KW @ 1330,	AOR	MBS, $ 40.00 (Mc-Guild)	(FT.COLLINS)
KVOD,	99.5,	100 KW @ 300,	CLASSICAL	, $ 75.00 (Katz)	Henry
KXKL,	105.1,	100 KW @ 1150,	OLDIES	, $137.00 (Durpetti)	Shamrock
KYGO,	98.5,	100 KW @ 700,	COUNTRY	US 2, $112.00 (CBS)	Jeff-Pilot
KYBG,	92.1,	.8 KW @ 610,	TALK	, $ 35.00 (Banner)	Century (CASTLE ROCK)

CALL LETTER CHANGES

KMJI-F changes to KXLT-F (Sep)
KZRZ-F changes to KYBG-F (Nov)

FORMAT CHANGES

KYBG-F changes from AOR to TALK

STATION SALES

KBPI-F: From Sandusky to Great American for $13,500,000 (E) Chapman)...KHOW, KSYY-F: From Command to Viacom for $15,500,000...

DES MOINES

Arbitron Rank/Pop (12+): 114/321,600

MSA Rank/Pop: 122/390,000
ADI # 66
Average Person Ratings: 15.9
Market TSL: 21.00 hours

Stations: 14/14
Diaries: 795/405:1/55.2%
Sample Target: 710
% Below Line: 0.0
% Not Listed: 9.0

1989 Revenue: $12,900,000
HH Inc.: $29,398
Retail $: 3.0 Bil
Pop per Station: 22,971
#1 Biller: WHO $3,200,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHO	(MOR)	81/15.8	11.9	11.1	10.0	11.5	----	231/2983	983/30.6	23.8	25.9	68	12.8	69	823	WHO
2. KGGO-F	(AOR)	66/12.9	17.0	14.9	21.5	16.4	----	119/1448	755/23.5	27.8	26.9	103	18.1	97	1131	KGGO-F
3. KRNQ-F	(CHR)	65/12.7	11.2	11.1	10.0	10.4	----	154/2131	936/29.1	28.9	29.6	82	17.3	93	1204	KRNQ-F
4. KJJY-AF	(C)	61/11.9	12.5	9.5	8.7	9.4	----	102/1062	705/21.9	21.4	19.8	109	11.3	61	740	KJJY-AF
5. KLYF-F	(AC)	43/ 8.4	7.3	8.8	12.4	8.0	----	91/1319	656/20.4	17.1	18.5	158	8.2	44	610	KLYF-F
6. KRNT	(MOR)	39/ 7.9	6.0	5.3	6.1	4.7	----	43/501	450/14.0	15.2	13.8	51	3.0	16	319	KRNT
7. KDWZ-F	(CHR)	25/ 4.9	3.4	4.8	5.7	7.2	----	48/859	739/13.7	14.3	16.5	73	6.3	34	500	KDWZ-F
8. KEZT-F	(EZ)	24/ 4.7	5.2	4.0	4.3	2.9	----	37/696	362/11.3	9.6	8.5	130	1.9	10	248	KEZT-F
KDMG-F	(O)	24/ 4.7	8.0	6.1	1.1	5.1	----	48/874	531/16.5	17.7	15.8	138	6.9	37	430	KDMG-F
10. KIOA	(O)	20/ 3.9	5.6	8.6	4.6	5.5	----	49/774	309/ 9.6	17.1	18.0	167	4.5	24	313	KIOA
11. KWKY	(REL)	14/ 2.7	1.1	1.0	0.4	----	----	14/246	207/ 6.4	4.7	3.9	119	1.1	6	144	KWKY

12+ FM SHARE (METRO): 65.02% (303 of 466) (FAL 88: 62.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F>>	1 KGGO-F>>	1 KGGO-F>	1 KGGO-F<	1 KLYF-F	1 WHO >>	1 WHO >	1 WHO<	1 KRNQ-F	1 WHO	1 WHO <
2 KDWZ-F	2 KRNQ-F<	2 KJJY-AF<	2 KLYF-F<	KGGO-F<	2 KRNT	2 KJJY-AF	2 KGGO-F<	KGGO-F	2 KRNQ-F	2 KJJY-F
3	3 KJJY-AF>	3 KRNQ-F	3 KJJY-AF	3 KJJY-AF	3 KJJY-AF>	3 KGGO-F<	3 KJJY-AF	3 KJJY-AF	3 KJJY-AF<	3 KRNT
4	4 KLYF-F	4 KLYF-F	4 KRNQ-F	4 WHO <	4 KLYF-F	4 KRNQ-F	4 KLYF-F	4 KLYF-F	4 KGGO-F>	4 KGGO-F>
5	5 KDWZ-F	5 WHO	5 WHO	5 KRNQ-F	5 KEZT-F	5 KRNT	5 KRNQ-F	5 WHO	5 KDWZ-F	5 KDWZ-F
6	KDMG-F	6	6	6	6 KIOA	6 KLYF-F	6	6 KDMG-F	6 KRNT	6 KRNQ-F
7	7	7	7		7	7	7	7	7	KIOA

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRNQ-F	1 KGGO-F	1 KGGO-F	1 KJJY-AF	1 KJJY-AF	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>	1 KGGO-F
2 KGGO-F>>	2 KRNQ-F	2 KJJY-AF	2 KGGO-F	2 KLYF-F	2 KJJY-AF>	2 KRNQ-F	2 KRNQ-F	2 KRNQ-F<	2 WHO
3 KJJY-AF	3 KJJY-AF>	3 KLYF-F>	3 KRNQ-F	3 KGGO-F	3 KRNQ-F	3 KJJY-AF	3 KLYF-F	3 WHO	3 KRNQ-F
KDWZ-F	4 KLYF-F	4 KRNQ-F>	4 KLYF-F>	4 KRNQ-F	KDWZ-F>	4 KLYF-F	4 KDWZ-F	KLYF-F	KLYF-F
5 KDMG-F>>	5 KDMG-F	5 KDMG-F>>	5	5 WHO	5	KDWZ-F	KDMG-F	5 KJJY-AF	5 KJJY-AF
6	6	6	6	6 KEZT-F		6 KDMG-F	6	6 KDMG-F	KIOA

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		90 (2)	90 (2)	19.3	17.1
AOR/CLASSIC	2 (1)	66 (1)	68 (2)	14.6	16.0
AC/OLDIES/SOFT ROCK	20 (1)	67 (2)	87 (3)	18.7	25.3
MOR/VARIETY	120 (2)		120 (2)	25.8	17.7
COUNTRY	5 (1)	56 (1)	61 (2)	13.1	18.5
BLACK/URBAN					
BEAUTIFUL/EASY		24 (1)	24 (1)	5.2	4.3
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	14 (1)		14 (1)	3.0	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	
	163 (7)	303 (7)	466 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGGO	1460	Des Moines	0.4/4.0/ 8/ 233
KXLQ	1490	Indianola	0.4/1.8/ 2/ 59

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2) , OLDIES	ABC E, $ 27.00 (Banner)	Midwest	
KRNT, 1350, 5 KW (DA-N) , MOR	CBS, $ 27.00 (Katz)	Saga	
KGGO, 1460, 5 KW (DA-N) , AOR	SOURCE, $ N/A (Eastman)	Stoner	
WHO , 1040, 50 KW , VARIETY/TALK	ABC I, $ 64.00 (Christal)	Palmer	
KDMG-F, 103.3, 100 KW @ 800, OLDIES	US 1, $ 28.00 (Roslin)	Valley	(PELLA)
KDWZ-F, 93.3, 100 KW @ 1063, CHR	, $ 32.00 (Banner)	Midwest	
KEZT-F, 104.1, 100 KW @ 1026, BTFL/EZ	, $ 20.00 (K & P)		(AMES)
KGGO-F, 94.9, 100 KW @ 1059, AOR	SOURCE, $ 61.00 (Eastman)	Stoner	
KJJY-F, 92.5, 42 KW @ 549, COUNTRY	, $ 44.00 (Mc-Guild)	Fuller-Jeffrey	(ANKENY)
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC	US 2, $ 45.00 (Christal)	Palmer	
KRNQ-F, 102.5, 100 KW @ 1248, CHR	ABC F, $ 40.00 (Katz)	Saga	

MISCELLANEOUS COMMENTS: KSO changes to KGGO and format from COUNTRY to AOR...KDMG-F (Pella) sold by Beta to Valley for $2,750,000 (Questcom)...

DETROIT

Arbitron Rank/Pop (12+): 6/3,595,600

MSA Rank/Pop: 5/4,670,000
ADI # 8
Average Person Ratings: 18.1
Market TSL: 23.50 hours

Stations: 31/29
Diaries: 2523/1425:1/56.1%
Sample Target: 2320
% Below Line: 0.6
% Not Listed: 8.5

1989 Revenue: $113,300,000
HH Inc.: $31,289
Retail $: 35.3 Bil
Pop per Station: 123,986
#1 Biller: WJR $21,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR	(MOR)	539/ 8.3	9.2	9.9	9.6	9.0	9.3	751/10634	7710/21.4	24.6	23.4	93	7.0	467	7164	WJR
2. WJLB-F	(B)	508/ 7.8	6.4	7.4	6.9	7.0	7.1	519/5474	5129/14.3	15.0	14.2	87	8.8	591	5465	WJLB-F
3. WWJ	(N/T)	374/ 5.7	3.9	4.5	4.6	5.1	4.7	396/7014	6479/18.0	14.9	14.6	65	3.8	253	4500	WWJ
4. WHYT-F	(CHR)	329/ 5.0	4.3	3.8	4.4	3.4	4.4	352/6356	5836/16.2	17.0	15.4	56	6.9	465	6651	WHYT-F
5. WJOI-F	(EZ)	315/ 4.8	5.0	5.5	5.5	4.7	5.2	330/4582	4316/12.0	12.3	10.5	67	3.7	247	2571	WJOI-F
6. WLTI-F	(AC)	305/ 4.7	4.1	3.7	3.5	2.6	4.0	320/4431	4182/11.6	11.1	7.8	140	3.1	209	2407	WLTI-F
7. WWWW-F	(C)	303/ 4.7	3.5	4.3	5.2	4.7	4.4	333/4806	4272/11.9	10.2	11.7	113	4.2	284	3486	WWWW-F
8. WKQI-F	(AC)	276/ 4.2	4.2	4.3	4.0	4.4	4.2	296/6553	5965/16.6	17.8	16.4	124	4.7	318	5083	WKQI-F
9. WDFX-F	(CHR)	272/ 4.2	4.4	4.5	4.1	5.4	4.3	279/5453	5240/14.6	14.9	14.7	62	5.1	339	5951	WDFX-F
10. WNIC-F	(AC)	252/ 3.9	4.1	3.8	4.0	4.9	4.0	269/4923	4616/12.8	13.7	13.1	131	4.5	305	4301	WNIC-F
11. WLLZ-F	(AOR)	237/ 3.6	3.3	4.1	4.7	3.8	3.9	247/4845	4568/12.7	14.2	13.2	97	4.9	331	5205	WLLZ-F
12. WCSX-F	(AOR)	235/ 3.6	3.6	3.9	3.3	3.4	3.6	279/4884	4318/12.0	11.9	11.3	136	3.8	256	3978	WCSX-F
13. W[illegible]-F	(J/NA)	227/ 3.5	3.8	2.5	2.1	1.7	3.0	236/3587	3423/ 9.5	7.3	6.3	146	5.4	361	3683	WJZZ-F
14. WXYT	(N/T)	193/ 3.0	3.3	3.7	3.4	3.1	3.3	202/3128	2971/ 8.3	8.4	7.3	73	3.8	256	2641	WXYT
WRIF-F	(AOR)	193/ 3.0	3.2	3.8	3.5	3.6	3.4	241/5115	4299/12.0	13.3	13.2	107	4.7	318	4467	WRIF-F
16. CKLW	(BB)	178/ 2.7	3.2	3.2	3.2	3.3	3.1	266/3511	2788/ 7.8	6.6	8.9	41	2.3	156	1720	CKLW
17. WOMC-F	(AC)	172/ 2.6	4.1	2.6	3.6	4.4	3.2	190/3559	3171/ 8.8	9.7	11.3	135	2.1	142	2422	WOMC-F
18. WQRS-F	(CL)	143/ 2.2	1.5	1.8	1.8	1.5	1.8	161/2667	2311/ 6.4	5.2	4.8	73	1.6	106	1387	WQRS-F
19. WKSG-F	(O)	132/ 2.0	2.7	2.1	2.2	3.4	2.3	133/2574	2543/ 7.1	7.2	8.1	140	1.8	120	2037	WKSG-F
20. WGPR-F	(B)	118/ 1.8	1.4	1.6	1.5	1.1	1.6	123/2450	2323/ 6.5	7.1	5.0	100	1.8	123	2538	WGPR-F
21. CKMR-F	(AC)	113/ 1.7	2.2	1.9	1.6	2.1	1.9	127/2606	2240/ 6.2	5.6	6.1	141	0.9	59	1027	CKMR-F
22. WMTG	(AC)	106/ 1.6	1.9	1.5	1.0	1.3	1.5	106/1382	1378/ 3.8	3.8	2.8	144	1.3	90	1058	WMTG
23. WCXI	(C)	95/ 1.5	1.2	1.5	1.8	1.3	1.5	103/1599	1530/ 4.3	4.3	4.3	80	0.9	61	1133	WCXI
24. WQBH	(B)	70/ 1.1	1.4	1.1	1.0	1.0	1.1	70/1038	1038/ 2.9	3.7	3.6	100	0.5	33	1237	WQBH
25. WCHB	(B)	58/ 0.9	1.1	1.0	1.4	1.1	1.1	58/783	783/ 2.2	3.4	3.1	78	1.1	75	1005	WCHB
26. WMXD-F	(CHR)	57/ 0.9	1.2	1.3	1.4	1.3	1.2	61/1344	1245/ 3.5	4.3	4.0	144				WMXD-F
27.																
28.																
29.																
30.																

12+ FM SHARE (METRO): 72.25% (4307 of 5961) (FAL 88: 71.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>	1 WJLB-F	1 WJLB-F>	1 WJLB-F	1 WJR	1 WJR >	1 WJR >>	1 WJR	1 WJLB-F	1 WJLB-F>	1 WJLB-F
2 WJLB-F	2 WLLZ-F	2 WKQI-F	2 WJR	2 WJLB-F<	2 WWJ	2 WJLB-F<	2 WLTI-F	2 WJR	2 WHYT-F	2 WJR
WDFX-F	3 WCSX-F	3 WCSX-F<	3 WLTI-F	3 WLTI-F	3 WJOI-F	3 WWJ	WJOI-F	3 WHYT-F	3 WJZZ-F	3 WWWW-F
4	4 WHYT-F<	4 WLTI-F	4 WKQI-F	4 WWWW-F<	4 WWWW-F	4 WKQI-F	4 WJLB-F	4 WWWW-F	4 WJR	4 WWJ
5	5 WRIF-F	5 WLLZ-F	5 WCSX-F<	5 WKQI-F	5 WLTI-F	5 WLTI-F	5 WWJ	5 WWJ	5 WDFX-F	5 WJZZ-F
6	6 WDFX-F	6 WJR <	6 WJZZ-F	6 WNIC-F	6 CKLW	6 WWWW-F	6 WWWW-F	6 WLTI-F<	6 WNIC-F	6 WHYT-F
7	7 WKQI-F	7 WNIC-F	7 WNIC-F	WJZZ-F	7 WXYT-F	WLLZ-F	7 WNIC-F	WKQI-F	7 WCSX-F<	7 WXYT
8	8 WNIC-F	8 WHYT-F<	8 WWWW-F	8 WCSX-F	8 WJLB-F	WHYT-F	8 WKQI-F	8 WDFX-F	8 WWJ <	8 WRIF-F
9	WJZZ-F	9 WJZZ-F	9 WLLZ-F	9	9	9 WNIC-F	9 WCSX-F	9 WJOI-F	9 WRIF-F	9 WLTI-F
10	10	10	10	10	10	WJOI-F	10	10	WLLZ-F	10 WKQI-F
						WDFX-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WJLB-F>	1 WLTI-F	1 WJLB-F	1 WLLZ-F	1 WCSX-F	1 WJLB-F	1 WJR >
2 WHYT-F>	2 WHYT-F	2 WLTI-F<	2 WLTI-F<	2 WJLB-F	2 WLLZ-F	2 WJLB-F	2 WRIF-F	2 WCSX-F	2 WCSX-F
3 WDFX-F	3 WKQI-F	3 WNIC-F	3 WKQI-F	3 WNIC-F	3 WDFX-F	3 WCSX-F	3 WJZZ-F	3 WLLZ-F<	3 WJZZ-F<
4 WKQI-F	4 WNIC-F	4 WKQI-F<	4 WNIC-F	4 WKQI-F	4 WRIF-F<	4 WRIF-F	4 WLLZ-F>	4 WJR	4 WWWW-F<
5 WLLZ-F	5 WDFX-F	5 WJZZ-F	5 WHYT-F	5 WJR	5 WHYT-F	5 WJZZ-F	5 WJLB-F	5 WRIF-F	5 WJLB-F<
6 WRIF-F<	6 WLTI-F	6 WCSX-F	6 WDFX-F	6 WWWW-F	6 WCSX-F>	6 WDFX-F	6 WJR	6 WJZZ-F	6 WWJ <
7 WNIC-F	7 WLLZ-F	7 WDFX-F	7 WWWW-F	7 WJZZ-F	7 WKQI-F	7 WHYT-F	7 WHYT-F<	7 WKQI-F	7 WRIF-F
8 WCSX-F	8 WCSX-F	8 WLLZ-F	8 WOMC-F	8 WJOI-F	8 WNIC-F	8	8 WKQI-F	8 WWJ	8 WLLZ-F
9	9	9	WCSX-F	9 WOMC-F	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		703 (5)	703 (5)	11.8	
AOR/CLASSIC		685 (4)	685 (4)	11.5	
AC/OLDIES/SOFT ROCK	147 (2)	1250 (6)	1397 (8)	23.4	14.4
MOR/VARIETY	539 (1)		539 (1)	9.0	
COUNTRY	95 (1)	303 (1)	398 (2)	6.7	
BLACK/URBAN	128 (2)	626 (2)	754 (4)	12.6	11.8
BEAUTIFUL/EASY		315 (1)	315 (1)	5.3	
NEWS/TALK	567 (2)		567 (2)	9.5	
NOSTALGIA	178 (1)		178 (1)	3.0	11.6
RELIGION/GOSPEL		55 (1)	55 (1)	0.9	
SPANISH					
CLASSICAL		143 (1)	143 (1)	2.4	10.1
JAZZ/NEW AGE		227 (1)	227 (1)	3.8	
UNKNOWN/OTHERS					
	1654 (9)	4307 (22)	5961 (31)		

OTHER RATED STATIONS/			METRO SHARE/ CUME RATING/ TSA AQH/ TSA CUME
CJOM-F	88.7	Windsor	0.4/2.2/29/907
WHND	560	Monroe/Detroit	0.6/1.6/41/591
WMUZ-F	103.5	Detroit	0.8/3.2/59/1222
WIOG-F	102.5	Bay City/Flint	0.3/1.2/151/2053
WIQB-F	102.9	Ann Arbor	0.3/1.5/80/1477

RADIO STATIONS

AM STATIONS

WCHB, 1440, 1 KW	, GOSPEL	NBN, $ 38.00 (Torbet)	
WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	APR, $ 65.00 (Christal)	Shamrock
WHND, 560, 500 W (DAYS, DA)	, OLDIES	US 1, $ N/A (Mc-Guild)	Greater Media (MONROE)
WJR , 760, 50 KW	, MOR/VARIETY	ABC I, $ 235.00 (Katz)	Cap Cities/ABC
WMTG, 1310, 5 KW (DA-2)	, OLDIES	SMN, $ N/A (Mc-Guild)	Fairmont
WQBH, 1400, 1 KW	, BLACK	US 1, $ 48.00 (Patt)	
WWJ , 950, 5 KW (DA-N)	, NEWS	ABC R, $ 157.00 (CBS)	CBS
WXYT, 1270, 5 KW (DA-N)	, TALK	NBC, MBS, $ 90.00 (Roslin)	Fritz
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	, $ 76.00 (Banner)	(WINDSOR ONT.)

FM STATIONS

WCSX, 94.7, 10 KW @ 950	, CLASSIC AOR	US 1, $ 109.00 (Mc-Guild)	Greater Media
WKQI, 95.5, 100 KW @ 430	, AC	US 1, $ 138.00 (HNWH)	Broadcasting Partners
WDFX, 99.5, 21 KW @ 745	, CHR	SOURCE, $ 99.00 (MMR)	Hoker
WHYT, 96.3, 20 KW @ 780	, CHR	ABC C, $ 150.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 490	, BLACK	, $ 167.00 (MMR)	Booth/Genesis
WJOI, 97.1, 12 KW @ 802	, BTFL/EZ	, $ 137.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 724	, JAZZ	, $ 80.00 (---)	
WKSG, 102.7, 50 KW @ 500	, OLDIES	TRNSTR, $ 90.00 (Durpetti)	Ragan Henry
WLLZ, 98.7, 50 KW @ 480	, AOR	MBS, NBC, $ 150.00 (Banner)	Legacy
WLTI, 93.1, 26 KW @ 600	, SOFT AC	, $ 106.00 (Christal)	Viacom
WMUZ, 103.5, 50 KW @ 500	, RELIGION	, $ 40.00 (---)	Crawford
WNIC, 100.3, 50 KW @ 400	, AC	, $ 161.00 (Mc-Guild)	Fairmont
WOMC, 104.3, 190 KW @ 416	, AC	US 2, $ 140.00 (Republic)	Infinity
WQRS, 105.1, 18 KW @ 782	, CLASSICAL	, $ 80.00 (CMBS)	Marlin
WRIF, 101.1, 27 KW @ 880	, AOR	ABC R, $ 117.00 (Republic)	Great American
WMXD, 92.3, 21 KW @ 742	, CHR/DANCE	, $ 81.00 (Roslin)	Fritz
WWWW, 106.7, 61 KW @ 508	, COUNTRY	APR, $ 150.00 (Christal)	Shamrock
CKMR, 93.9, 100 KW @ 700	, OLDIES	, $ 62.00 (Banner)	(WINDSOR, ONT)

CALL LETTER CHANGES

WXZY changes to WKQI (Aug)
WVAE changes to WMXD (Dec)

FORMAT CHANGES

WMXD changes from JAZZ/NAC to CHR/DANCE...WKQI changs from CHR to AC (Aug)

STATION SALES

WCHB (Inkster) sold for $550,000 (Chapman; Medicor)

EL PASO

Arbitron Rank/Pop (12+): 79/454,000

MSA Rank/Pop: 88/587,000
ADI # 105
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 23/18
Diaries: 878/517:1/57.5%
Sample Target: 840
% Below Line: 3.2
% Not Listed: 8.6

1989 Revenue: $13,200,000
HH Inc.: $21,657
Retail $: 2.9 Bil
Pop per Station: 25,222
#1 Biller: KHEY-AF $3,400,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F	(CHR)	104/13.0	13.3	14.4	13.4	12.0	13.5	116/1475	1292/28.5	28.3	23.9	52	20.1	157	1570	KPRR-F
2. KLAQ-F	(AOR)	101/12.6	11.6	9.9	10.8	10.9	11.2	117/1488	1156/25.5	23.1	21.7	75	16.2	127	1450	KLAQ-F
3. KHEY-F	(C)	100/12.5	11.0	11.6	10.4	11.2	11.4	105/1218	1124/24.8	23.3	24.5	116	14.7	115	1209	KHEY-F
4. KOFX-F	(AC)	56/ 7.0	3.7	6.8	4.2	4.4	5.4	58/785	665/14.6	12.7	13.2	141	3.8	30	416	KOFX-F
5. KAMA	(SP)	52/ 6.5	5.9	4.8	4.9	4.8	5.5	56/625	531/11.7	9.5	9.9	122	4.2	33	606	KAMA
6. KTSM-F	(EZ)	49/ 6.1	8.1	8.3	6.7	5.9	7.3	63/871	639/14.1	17.0	12.5	97	4.5	35	527	KTSM-F
7. KBNA-AF	(SP)	48/ 6.0	6.8	6.9	7.6	8.9	6.8	54/797	686/15.1	16.5	17.7	110	4.8	38	666	KBNA-AF
8. KHEY	(C)	35/ 4.4	2.6	2.9	2.5	2.8	3.1	37/568	506/11.1	9.9	9.0	75	1.9	15	312	KHEY
9. KTSM	(N/T)	29/ 3.6	3.0	2.4	3.1	3.8	3.0	29/385	385/ 8.5	7.4	9.4	61	3.3	26	356	KTSM
KEZB-F	(CHR)	29/ 3.6	6.2	4.6	4.3	6.2	4.7	41/1025	756/16.7	22.0	22.9	92	6.1	48	1097	KEZB-F
11. KROD	(AC)	28/ 3.5	2.9	1.9	3.9	4.4	3.0	36/539	463/10.2	7.5	8.2	126	2.8	22	299	KROD
KAMZ-F	(AC)	28/ 3.5	4.3	4.7	7.1	4.8	4.9	29/591	558/12.3	18.0	16.4	131	5.1	40	797	KAMZ-F
13. KLTO-F	(AC)	24/ 3.0	2.8	5.1	5.9	5.6	4.2	25/516	458/10.1	16.6	14.0	153	4.3	34	578	KLTO-F

12+ FM SHARE (METRO): 73.98% (543 of 734) (FAL 88: 75.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F>	1 KLAQ-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F	1 KLAQ-F<	1 KHEY-F	1 KPRR-F<	1 KPRR-F	1 KHEY-F
2 KLAQ-F>	2 KPRR-F	2 KHEY-F	2 KOFX-F<	2 KOFX-F	2 KVIV	2 KHEY-F	2 KLAQ-F	2 KHEY-F	2 KLAQ-F>	2 KLAQ-F
3 KEZB-F>	3 KHEY-F>	3 KPRR-F	3 KLAQ-F	3 KLAQ-F	3 KAMA	3 KPRR-F	3 KOFX-F<	3 KLAQ-F>	3 KHEY-F>	3 KPRR-F
4 KLTO-F	4 KOFX-F>	4 KOFX-F>	4 KAMA	4 KAMA	4 KHEY	4 KAMA <	4 KPRR-F	4 KOFX-F	4 KTSM	4 KTSM
5	5 KBNA-AF	5 KBNA-AF	5 KPRR-F	5 KPRR-F<	5 KTSM-F	5 KOFX-F	5 KTSM-F<	5 KTSM-F>	5	5 KOFX-F
6	6	KAMA	6 KBNA-AF	6	6	6 KBNA-AF	6 KAMA >	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F>	1 KPRR-F	1 KHEY-F	1 KHEY-F	1 KHEY-F>>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F
2 KLAQ-F>	2 KHEY-F	2 KOFX-F	2 KPRR-F>	2 KBNA-AF	2 KPRR-F>	2 KPRR-F	2 KHEY-F	2 KHEY-F	2 KHEY-F<
3 KBNA-AF	3 KLAQ-F	3 KPRR-F	3 KLAQ-F	KPRR-F	3 KHEY-F>	3 KHEY-F>	3 KOFX-F	3 KOFX-F	3 KOFX-F
KHEY-F>	4 KBNA-AF	4 KBNA-AF	4 KBNA-AF	KOFX-F	4 KOFX-F>	4 KOFX-F	4 KAMA	4 KPRR-F	4 KAMA
5 KEZB-F	5	KLAQ-F>	5 KOFX-F	5 KAMA	5 KEZB-F>	5	5 KPRR-F	5 KAMA	5
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		133 (2)	133 (2)	18.1	19.7
AOR/CLASSIC		101 (1)	101 (1)	13.8	11.6
AC/OLDIES/SOFT ROCK	28 (1)	108 (3)	136 (4)	18.5	20.6
MOR/VARIETY					
COUNTRY	35 (1)	100 (1)	135 (2)	18.4	15.0
BLACK/URBAN					
BEAUTIFUL/EASY		49 (1)	49 (1)	6.7	6.3
NEWS/TALK	29 (1)		29 (1)	4.0	4.1
NOSTALGIA					
RELIGION/GOSPEL	10 (1)	4 (1)	14 (2)	1.9	0.7
SPANISH	89 (6)	37 (1)	126 (7)	17.2	21.1
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		11 (3)	11 (3)	1.5	0.9
	191 (10)	543 (13)	734 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KELP	1590	El Paso	1.2/3.6/ 10/ 185
KEZB	1150	El Paso	0.4/2.8/ 3/ 125
KPAS-F	103.1	Fabens/El Paso	0.5/1.6/ 4/ 74
KVIV	1340	El Paso	1.0/2.4/ 8/ 114
XEJ	970	Ciudad Juarez	1.0/2.7/ 8/ 123
XHGU-F	105.9	Ciudad Juarez	0.4/2.7/ 3/ 96
XHIM-F	105.1	Ciudad Juarez	0.4/1.5/ 3/ 68
XHNZ-F	107.5	Ciudad Juarez	0.6/2.5/ 5/ 115
XROK	800	Ciudad Juarez	0.9/2.6/ 11/ 184

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2) , HISPANIC , $ 33.00 (Caballero) Pinnacle
KBNA, 920, 1 KW/500 W (DA-N), SIMULCAST WITH KBNA-F
KHEY, 690, 10 KW (DA-2) , COUNTRY ABC I, $ N/A (Katz)
KROD, 600, 5 KW (DA-2) , OLDIES ABC E, $ 18.00 (HNWH)
KTSM, 1380, 5 KW/500 W , TALK/NEWS TALKNT, CBS, $ 20.00 (HNWH)

KAMZ-F, 93.1, 30 KW @ 1190, AC , $ 31.00 (Eastman) Pinnacle
KBNA-F, 97.5, 60 KW @ 1080, HISPANIC , $ 40.00 (Katz Hisp.) Tichenor
KEZB-F, 93.9, 96 KW @ 1210, CHR , $ 34.00 (Christal)
KHEY-F, 96.3, 88 KW @ 1388, COUNTRY , $ 70.00 (Katz)
KLAQ-F, 95.5, 100 KW @ 1390, AOR ABC R, $ 50.00 (HNWH)

KLTO-F, 94.7, 61 KW @ 1080, AC , $ 29.00 (Republic)
KOFX-F, 92.3, 100 KW @ 1860, AC US 1, $ 30.00 (Mc-Guild)
KPRR-F, 102.1, 100 KW @ 1190, CHR , $ 41.00 (Torbet)
KTSM-F, 99.9, 100 KW @ 1800, BTFL/EZ NBC, CBS, $ 30.00 (HNWH)

MISCELLANEOUS COMMENTS: KHEY A/F sold by Jim Phillips to Ragan Henry for $8,400,000 (Barger)

ERIE

Arbitron Rank/Pop (12+): 142/231,700

MSA Rank/Pop: 158/283,000
ADI # 139
Average Person Ratings: 16.1
Market TSL: 21.50 hours

Stations: 15/11
Diaries: 624/371:1/60.5%
Sample Target: 610
% Below Line: 5.4
% Not Listed: 15.1

1989 Revenue: $5,900,000
HH Inc.: $28,598
Retail $: 1.8 Bil
Pop per Station: 21,063
#1 Biller: WRIE/WXKC-F $1,800,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJET-F (CHR)	72/19.4	24.5	23.8	24.1	----	----	79/945	902/38.9	41.1	41.9	75	27.2	110	980	WJET-F
2. WRKT-AF (AOR)	55/14.7	----	----	1.8	----	----	58/632	586/25.3	0.0	0.0	116	16.2	66	679	WRKT-AF
3. WXKC-F (AC)	51/13.7	13.5	17.3	17.2	----	----	63/879	717/30.9	29.6	33.1	144	16.0	65	718	WXKC-F
4. WCCK-F (AOR)	33/ 8.9	11.5	14.8	14.2	----	----	41/846	597/25.8	29.8	34.4	110	8.9	36	703	WCCK-F
5. WEYZ (BB)	32/ 8.6	10.4	7.7	9.0	----	----	32/321	313/13.5	17.7	14.4	48	5.7	23	354	WEYZ
6. WZPR-F (C)	14/ 3.8	6.0	5.8	3.5	----	----	69/684	194/ 8.4	9.7	10.6	124	3.2	13	220	WZPR-F
7. WREO-F (EZ)	13/ 3.5	4.7	7.4	6.1	----	----	27/509	269/11.6	11.1	12.6	60				WREO-F
8. WCTL-F (REL)	12/ 3.2	2.2	1.1	1.7	----	----	19/143	85/ 3.7	4.5	4.0	50	0.2	1	56	WCTL-F
9. WRIE (O)	10/ 2.7	5.8	2.7	5.5	----	----	11/230	217/ 9.4	16.9	10.6	133	3.0	12	205	WRIE
10. WXTA-F (C)	9/ 2.4	0.5	----	----	----	----	9/131	125/ 5.4	1.9	0.0	129	0.5	2	41	WXTA-F
11. WLKK (C)	8/ 2.2	4.4	3.5	3.2	----	----	8/188	188/ 8.1	9.2	9.8	95	2.5	10	224	WLKK
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 82.59% (261 of 316) (FAL 88: 81.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F>>	1 WRKT-AF	1 WRKT-AF	1 WXKC-F	1 WXKC-F	1 WEYZ	1 WJET-F>	1 WXKC-F	1 WJET-F<	1 WJET-F	1 WJET-F
2 WRKT-AF	2 WJET-F>	2 WJET-F	2 WRKT-AF	2 WRKT-AF	2 WXKC-F>	2 WXKC-F	2 WRKT-AF	2 WRKT-AF	2 WRKT-AF>>	2 WXKC-F
3	3 WXKC-F>	3 WXKC-F>	3 WJET-F>	3 WJET-F>	3 WJET-F	3 WRKT-AF	WJET-F	3 WXKC-F>	3 WXKC-F	3 WREO-F
4	4 WCCK-F	4 WCCK-F	4 WCCK-F	4 WCCK-F>>	4 WCCK-F	4 WCCK-F	4 WEYZ	4 WCCK-F	WCCK-F	4 WRKT-F
5	5	5	5	5	5 WRKT-AF	5 WEYZ	5 WCCK-F	5 WEYZ	5 WCTL-F	5 WCCK-F>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJET-F>>	1 WJET-F>	1 WXKC-F	1 WJET-F	1 WXKC-F
2 WXKC-F>	2 WXKC-F>	2 WJET-F>	2 WXKC-F>>	2 WJET-F>
3 WRKT-AF	3 WRKT-AF>	3 WRKT-AF>>	3 WRKT-AF	3 WRKT-AF
4 WCCK-F>>	4 WCCK-F	4 WCCK-F>>	4 WCCK-F	4 WCCK-F
5 WWSE-F	5	5	5	5
6	6		6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRKT-AF>>	1 WRKT-AF>>	1 WRKT-AF>>	1 WRKT-AF<	1 WRKT-AF>
2 WJET-F>	2 WJET-F	2 WXKC-F>	2 WJET-T	2 WXKC-F>
3 WCCK-F>>	3 WCCK-F>	3 WCCK-F	WCCK-F	3 WCCK-F
4 WRIE >>	4 WXKC-F	4 WJET-F	4 WXKC-F	4 WJET-F
5 WXKC-F	5	5 WZPR-F>	5	5
6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		72 (1)	72 (1)	22.8	27.0
AOR/CLASSIC	2 (1)	86 (2)	88 (3)	27.8	
AC/OLDIES/SOFT ROCK	10 (1)	53 (2)	63 (3)	19.9	39.4
MOR/VARIETY					3.1
COUNTRY	8 (1)	23 (2)	31 (3)	9.8	10.6
BLACK/URBAN					
BEAUTIFUL/EASY		13 (1)	13 (1)	4.1	9.9
NEWS/TALK	3 (1)		3 (1)	0.9	
NOSTALGIA	32 (1)		32 (1)	10.1	8.7
RELIGION/GOSPEL		12 (1)	12 (1)	3.8	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.6	
	55 (5)	261 (10)	316 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGR	550	Buffalo	0.8/2.3/ 3/ 53
WRRN-F	92.3	Warren	0.5/1.9/ 2/ 50
WWSE-F	93.3	Jamestown	0.5/1.8/ 2/ 78

RADIO STATIONS

WEYZ, 1450, 5 KW (DA-2)	, NOSTALGIA	ABC I, $ 20.00 (Katz)	Burbach	
WLKK, 1400, 1 KW	, COUNTRY	SMN, $ 10.00 (Roslin)		
WRIE, 1260, 5 KW (DA-2)	, OLDIES (?)	SMN, $ 14.00 (Christal)		
WCCK-F, 103.7, 50 KW @ 500	, CLASSIC AOR (?)	ABC D, $ 35.00 (Katz)	Burbach	
WCTL-F, 106.3, 3 KW @ 300	, RELIGION	, $ 4.00 (---)		(UNION CITY)
WJET-F, 102.3, 470 W @ 670	, CHR	, $ 30.00 (Banner)	Myson Jones	
WXKC-F, 99.9, 10 KW @ 400	, AC	, $ 39.00 (Torbet)		
WZPR-F, 100.3, 20 KW @ 585	, COUNTRY	ABC E, $ 19.00 (---)		(MEADVILLE)
WREO-F, 97.1, 50 KW @ 500	, BTFL/EZ	APR, $ 17.00 (Dome)		(ASHTABULA, OH)
WRKT-F, 100.9, 3 KW @ 100	, CLASSIC AOR	$ N/A (---)		(NORTH EAST)

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EUGENE

Arbitron Rank/Pop (12+): 146/221,200

MSA Rank/Pop: 165/267,000
ADI # 116
Average Person Ratings: 14.9
Market TSL: 20.25 hours

Stations: 12/11
Diaries: 766/289:1/60.2%
Sample Target: 620
% Below Line: 0.9
% Not Listed: 20.7

1989 Revenue: $6,700,000
HH Inc.: $22,628
Retail $: 1.74 Bil
Pop per Station: 20,109
#1 Biller: MA

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KUGN-F	(C)	46/14.0	16.6	8.4	13.8	14.7	----	50/579	490/22.2	22.5	16.6	119	14.0	48	386	KUGN-F
2. KSND-F	(CHR)	33/10.0	9.0	11.1	12.1	13.3	----	34/600	570/25.8	23.9	23.9	62	16.6	57	638	KSND-F
3. KMGE-F	(AC)	30/ 9.1	8.5	7.5	8.2	6.8	----	36/467	402/18.2	20.4	21.1	108	6.4	22	391	KMGE-F
4. KLCX-F	(AOR)	27/ 8.2	6.4	3.0	4.9	4.1	----	46/553	353/16.0	11.5	7.3	89	10.8	37	389	KLCX-F
5. KUGN	(MOR)	26/ 7.9	8.5	9.9	9.5	10.2	----	28/437	391/17.7	20.8	21.4	78	7.9	27	368	KUGN
KPNW-F	(AC)	26/ 7.9	7.0	8.4	9.5	7.8	----	53/663	324/14.6	14.4	17.8	124	5.8	20	293	KPNW-F
7. KZEL-F	(AOR)	20/ 6.1	7.3	9.6	8.9	4.4	----	32/602	435/19.7	20.3	20.1	120	11.4	39	530	KZEL-F
KPNW	(MOR)	20/ 6.1	4.7	5.7	5.6	5.1	----	36/668	388/17.5	11.6	19.7	102	3.2	11	225	KPNW
9. KDUK	(BB)	12/ 3.6	2.9	3.0	2.6	3.4	----	14/174	131/ 5.9	6.7	5.8	28	2.9	10	142	KDUK
10. KKXO	(O)	9/ 2.7	1.5	1.8	1.3	3.1	----	9/105	105/ 4.7	5.4	6.6	174	1.7	6	84	KKXO
KEED	(C)	9/ 2.7	0.6	1.8	2.6	3.1	----	9/166	152/ 6.9	5.2	5.1	59	1.5	5	76	KEED

12+ FM SHARE (METRO): 70.88% (185 of 261) (FAL 88: 68.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSND-F>>	1 KLCX-F<	1 KUGN-F	1 KUGN-F>	1 KUGN-F>>	1 KUGN-F	1 KUGN-F	1 KUGN-F	1 KUGN-F	1 KSND-F	1 KUGN >
2 KMGE-F>	2 KSND-F	2 KMGE-F	2 KMGE-F	2 KPNW-F	2 KUGN >	2 KUGN >	2 KPNW-F	2 KSND-F	KMGE-F>	2 KUGN-F>
3 KZEL-F	3 KMGE-F	KLCX-F<	3 KPNW-F	KMGE-F	3 KSND-F	3 KMGE-F	3 KSND-F	3 KLCX-F<	3 KUGN	3 KSND-F>
4	4 KZEL-F	4 KSND-F	4 KZEL-F	4 KZEL-F	KPNW-F>	4 KSND-F	KMGE-F	4 KMGE-F	4 KLCX-F	4 KMGE-F
5	5 KUGN-F	5 KPNW-F	KLCX-F	KLCX-F	5 KDUK	5 KPNW	KLCX-F	5 KPNW-F<	5 KUGN-F	KLCX-F>>
6	6	6 KZEL-F	6	6	6	6	6 KZEL-F	6 KZEL-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSND-F	1 KSND-F	1 KUGN-F	1 KPNW-F	1 KUGN-F	1 KLCX-F>>	1 KLCX-F	1 KZEL-F	1 KLCX-F	1 KUGN-F>
2 KMGE-F>	KMGE-F	2 KPNW-F	2 KMGE-F	KPNW-F>	2 KSND-F>	2 KZEL-F	2 KMGE-F>	2 KUGN-F	2 KZEL-F
3 KPNW-F>>	3 KPNW-F	KMGE-F	3 KUGN-F	3 KMGE-F>	3 KZEL-F>>	3 KSND-F	3 KUGN-F	3 KZEL-F	3 KMGE-F
4 KUGN-F	4 KUGN-F	4 KSND-F	4 KSND-F>	4 KSND-F	4 KUGN-F	4 KMGE-F	KLCX-F	4 KMGE-F	KLCX-F
KLCX-F>>	5 KLCX-F	KLCX-F	5 KPNW	KPNW	KMGE-F	5 KUGN-F	5 KSND-F>>	5 KSND-F	5 KUGN
6	6	6 KKXO >	KLCX-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		33 (1)	33 (1)	12.6	14.5
AOR/CLASSIC		47 (2)	47 (2)	18.0	16.5
AC/OLDIES/SOFT ROCK	9 (1)	56 (2)	65 (3)	24.9	20.8
MOR/VARIETY	46 (2)		46 (2)	17.6	20.4
COUNTRY	9 (1)	49 (2)	58 (3)	22.2	19.2
BLACK/URBAN					
BEAUTIFUL/EASY					0.8
NEWS/TALK					0.8
NOSTALGIA	12 (1)		12 (1)	4.6	3.9
RELIGION/GOSPEL					2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.2
	76 (5)	185 (7)	261 (12)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFAT-F	106.1	Corvallis	0.9/2.2/ 15/ 239

RADIO STATIONS

KDUK, 1280,	5 KW/1 KW (DA-N)	, NOSTALGIA	, $	13.00	(Banner)	Pacific Telecom
KKXO, 1450,	1 KW	, OLDIES	TRNSTR, $	11.00	(Eastman)	
KPNW, 1120,	50 KW (DA-1)	, MOR/AC	ABC I, $	20.00	(Katz)	Pacific NW
KUGN, 590,	5 KW/1 KW (DA-N)	, MOR	CBS, MBS, $	28.00	(Torbet)	
KLCX-F, 104.7,	100 KW @ 1703,	CLASSIC ROCK	, $	20.00	(Banner)	Pacific Tel.(FLORENCE)
KMGE-F, 94.5,	100 KW @ 813,	AC	, $	28.00	(Eastman)	
KPNW-F, 99.1,	100 KW @ 1645,	SOFT AC	, $	27.00	(Katz)	Pacific NW
KSND-F, 93.1,	100 KW @ 850,	CHR	, $	34.00	(MMR)	Comm. Pacific
KUGN-F, 97.9,	100 KW @ 785,	COUNTRY	CBS, MBS, $	38.00	(Torbet)	
KZAM-F, 95.3,	1.6 KW @ 400,	OLDIES	, $	14.00	(HNWH)	Keffco (CRESWELL)
KZEL-F, 96.1,	100 KW @ 870,	AOR	NBC, SOURCE, $	25.00	(Christal)	

MISCELLANEOUS COMMENTS: KZAM A/F (Creswell) sold by Kefford for $295,000 (Exline; Miller)

FLINT

Arbitron Rank/Pop (12+): 101/351,300
MSA Rank/Pop: 108/438,000
ADI # 58 (w/Saginaw)
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 21/9
Diaries: 786/447:1/51.8%
Sample Target: 810
% Below Line: 29.0
% Not Listed: 14.2

1989 Revenue: $10,300,000
HH Inc.: $26,589
Retail $: 3.4 Bil
Pop per Station: 39,033
#1 Biller: WCRZ-F $3,200,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCRZ-F	(AC)	114/18.2	14.9	14.4	13.1	13.2	----	133/1482	1200/34.2	30.1	27.4	143	13.6	89	797	WCRZ-F
2. WDZZ-F	(B)	80/12.7	12.6	12.7	17.4	13.4	----	80/755	747/21.3	21.2	22.0	105	16.1	105	1002	WDZZ-F
3. WWCK-F	(CHR)	70/11.1	10.0	5.7	5.6	6.3	----	76/969	842/24.0	24.3	15.1	55	12.9	84	1014	WWCK-F
4. WIOG-F	(CHR)	59/ 9.4	13.0	20.2	22.3	19.3	----	124/1584	906/25.8	31.1	36.2	83	15.8	103	1334	WIOG-F
5. WJR	(MOR)	48/ 7.6	7.5	5.0	6.0	8.0	----	67/785	570/16.2	19.6	15.3	91	5.2	34	453	WJR
6. WFDF	(MOR)	39/ 6.2	5.9	6.7	4.5	6.3	----	41/544	510/14.5	12.2	12.7	53	4.6	30	312	WFDF
7. WKCQ-F	(C)	24/ 3.8	3.6	2.7	2.9	4.2	----	44/665	349/ 9.9	8.6	8.4	116	2.9	19	261	WKCQ-F
8. WKMF	(C)	23/ 3.7	5.9	4.8	4.0	3.4	----	26/292	259/ 7.4	8.1	8.5	89	3.7	24	311	WKMF
9. WDLZ	(AOR)	15/ 2.4	2.1	3.7	3.8	4.0	----	17/192	162/ 4.6	10.1	9.3	58	2.5	16	193	WDLZ
10.																

12+ FM SHARE (METRO): 74.03% (399 of 539) (FAL 88: 72.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWCK-F>	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F<	1 WCRZ-F<
2 WIOG-F	2 WWCK-F	2 WDZZ-F	2 WDZZ-F>	2 WDZZ-F>	2 WJR	2 WJR <	2 WWCK-F<	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F
3 WDZZ-F	3 WDZZ-F	3 WWCK-F	3 WIOG-F	3 WIOG-F	3 WFDF	3 WWCK-F	3 WDZZ-F	3 WWCK-F	3 WWCK-F	3 WJR >
4	4 WIOG-F>>	4 WIOG-F>>	4 WJR	4 WJR	4 WDZZ-F>	WDZZ-F>	4 WJR	4 WIOG-F	4 WIOG-F	4 WWCK-F>
5	5	5	WWCK-F	5 WWCK-F	5 WKMF	5 WIOG-F	5 WIOG-F	5	5	5 WGMZ-F
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCK-F>>	1 WCRZ-F	1 WCRZ-F>>	1 WCRZ-F>>	1 WCRZ-F>>	1 WWCK-F>	1 WCRZ-F	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>>
2 WIOG-F>	2 WWCK-F	2 WDZZ-F>	2 WDZZ-F<	2 WDZZ-F>	2 WDZZ-F>	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F>	2 WDZZ-F
3 WCRZ-F	3 WIOG-F	3 WIOG-F	3 WWCK-F	3 WIOG-F	3 WIOG-F	3 WIOG-F	3 WIOG-F>>	3 WWCK-F	3 WJR >
4 WDZZ-F>>	4 WDZZ-F>>	WWCK-F>>	4 WIOG-F>>	4 WKCQ-F	WDLZ	WWCK-F	4 WWCK-F	4 WIOG-F<	4 WIOG-F>
5 WTLZ-F	5	5 WHNN-F>	5	WWCK-F	5 WRIF-F	5	5 WJR >	5 WJR	5 WWCK-F
WITL-F>>	6	6	6	6	6 WCRZ-F>	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		129 (2)	129 (2)	23.9	23.8
AOR/CLASSIC	15 (1)	18 (3)	33 (4)	6.1	8.2
AC/OLDIES/SOFT ROCK		122 (3)	122 (3)	22.6	23.4
MOR/VARIETY	87 (2)		87 (2)	16.1	13.3
COUNTRY	23 (1)	32 (2)	55 (3)	10.2	9.3
BLACK/URBAN		89 (2)	89 (2)	16.5	15.6
BEAUTIFUL/EASY		9 (1)	9 (1)	1.7	2.3
NEWS/TALK	5 (1)		5 (1)	0.9	0.8
NOSTALGIA	3 (1)		3 (1)	0.6	
RELIGION/GOSPEL	7 (1)		7 (1)	1.3	2.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					0.6
UNKNOWN/OTHERS					
	140 (8)	399 (13)	539 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFLT	1420	Flint/Burton	1.1/2.2/ 7/ 88
WGMZ-F	101.7	Tuscola	1.4/5.1/ 13/ 246
WWCK	1570	Flint	0.0/0.4/ 0/ 15
CKLW	800	Windsor/Detrt.	0.6/1.3/ 3/ 63
WCSX-F	94.7	Birmingham	0.6/2.7/ 5/ 131
WHNN-F	96.1	Bay City/Flint	1.0/5.6/ 28/ 463
WITL-F	100.7	Lansing	1.3/1.7/ 20/ 222
WKQI-F	95.5	Detroit	0.3/1.7/ 2/ 154
WLTI-F	93.1	Detroit	0.3/1.7/ 4/ 117
WRIF-F	101.1	Detroit	1.9/4.1/ 12/ 180
WTLZ-F	107.1	Saginaw	1.4/6.9/ 9/ 244
WWJ	950	Detroit	0.8/5.0/ 9/ 293

RADIO STATIONS

WDLZ, 1330,	5 KW/1 KW (DA-2)	, MOR	SMN, $	15.00	(Christal)	
WFDF, 910,	5 KW/1 KW (DA-N)	, MOR	CBS, $	19.00	(HNWH)	
WFLT, 1420,	500 W/144 W	, RELIGION	MBS, $	13.00	(P/W)	
WKMF, 1470,	5 KW/1 KW (DA-N)	, COUNTRY	US 2, $	26.00	(Katz)	Faircom
WCRZ-F, 107.9,	50 KW @ 370,	AC	US 1, $	65.00	(Katz)	Faircom
WDZZ-F, 92.7,	3 KW @ 260,	BLACK	, $	42.00	(HNWH)	
WWCK-F, 105.5,	3 KW @ 330,	CHR	NBC, $	25.00	(Eastman)	

OTHER RANKED STATIONS -- See Detroit or Saginaw

FORT WAYNE

Arbitron Rank/Pop (12+): 123/294,300	Stations: 13/11	1989 Revenue: $11,700,000
	Diaries: 918/321:1/64.0%	HH Inc.: $29,443
MSA Rank/Pop: 131/365,000	Sample Target: 690	Retail $: 2.6 Bil
ADI # 98	% Below Line: 1.8	Pop per Station: 26,754
Average Person Ratings: 17.4	% Not Listed: 13.5	#1 Biller: WMEE-F $3,000,000
Market TSL: 22.75 hours		

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMEE-F (CHR)	101/19.8	23.4	28.8	24.6	26.2	----	184/2101	1162/39.5	45.1	47.1	86				WMEE-F
2. WAJI-F (AC)	70/13.7	12.5	18.3	19.1	15.2	----	94/1245	731/24.8	28.0	32.6	150				WAJI-F
3. WBYR-F (O)	46/ 9.0	9.6	----	----	----	----	89/1390	621/21.1	23.4	0.0	127				WBYR-F
4. WOWO-AF (MOR)	45/ 8.8	8.8	9.0	7.2	10.8	----	95/1942	797/27.1	23.7	22.5	91				WOWO-AF
WBTU-F (C)	45/ 8.8	6.7	6.1	6.8	6.5	----	115/1260	492/16.7	17.8	18.3	95				WBTU-F
6. WXKE-F (AOR)	38/ 7.4	7.7	9.7	8.3	7.0	----	42/578	478/16.2	16.7	19.1	86				WXKE-F
7. WQHK (C)	35/ 6.8	5.2	4.2	8.1	7.6	----	44/531	409/13.9	13.3	11.5	84				WQHK
8. WEZV-F (EZ)	25/ 4.9	5.8	6.7	8.5	7.4	----	30/423	402/13.7	14.0	17.2	82				WEZV-F
9. WGL (N/T)	21/ 4.1	3.3	1.9	1.9	2.7	----	22/323	250/ 8.5	9.6	7.0	49				WGL
10.															

12+ FM SHARE (METRO): 76.92% (340 of 442) (FAL 88: 81.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMEE-F	1 WMEE-F>>	1 WMEE-F	1 WAJI-F	1 WAJI-F	1 WOWO-AF<	1 WMEE-F>	1 WMEE-F	1 WMEE-F>	1 WMEE-F>>	1 WMEE-F
2	2 WBYR-F	2 WAJI-F>	2 WMEE-F>	2 WMEE-F>	2 WAJI-F	2 WAJI-F<	WAJI-F>	2 WAJI-F>	2 WQHK	2 WAJI-F>
3	WAJI-F<	3 WBYR-F	3 WBYR-F>	3 WBYR-F>	3 WBTU-F	3 WOWO-AF>	3 WBYR-F	3 WXKE-F	WAJI-F	3 WBTU-F
4	4 WXKE-F	4 WXKE-F	4 WBTU-F	4 WBTU-F	4 WQHK >	4 WBTU-F	4 WBTU-F	4 WBYR-F	4 WBYR-F	4 WQHK
5	5	5 WBTU-F	5 WOWO-AF	5 WOWO-AF	5 WGL	5 WBYR-F	5 WXKE-F	5 WQHK <	5 WXKE-F	WOWO
6	6	6	WXKE-F	6	6 WMEE-F	6	6 WOWO-AF	6 WBTU-F	6	WBYR-F
					7 WEZV-F			7 WOWO-AF		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F	1 WAJI-F<	1 WXKE-F>>	1 WXKE-F>	1 WXKE-F	1 WXKE-F	1 WAJI-F>
2 WBYR-F	2 WAJI-F>	2 WAJI-F>	2 WAJI-F>>	2 WMEE-F>>	2 WMEE-F>	2 WMEE-F	WBYR-F	2 WAJI-F	2 WBYR-F
WAJI-F>	3 WBYR-F	3 WBYR-F>>	3 WBYR-F>	3 WBYR-F	3 WBYR-F>	WBYR-F>	3 WAJI-F	3 WMEE-F	3 WMEE-F
4 WXKE-F	4	4 WOWO-AF>	4 WBTU-F>	4 WBTU-F	4 WQHK >	4 WAJI-F>	4 WMEE-F>	WBYR-F>	4 WXKE-F
5	5	5 WBTU-F	5 WOWO-AF	5 WOWO-AF	5 WBTU-F>	5 WBTU-F	5 WBTU-F>	5 WBTU-F	5 WOWO-AF
									WBTU-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		101 (1)	101 (1)	22.9	33.0
AOR/CLASSIC		38 (1)	38 (1)	8.6	11.1
AC/OLDIES/SOFT ROCK		116 (2)	116 (2)	26.2	21.6
MOR/VARIETY	41 (1)	11 (2)	52 (3)	11.8	10.3
COUNTRY	35 (1)	45 (1)	80 (2)	18.1	11.8
BLACK/URBAN					
BEAUTIFUL/EASY		29 (2)	29 (2)	6.6	8.5
NEWS/TALK	21 (1)		21 (1)	4.8	2.2
NOSTALGIA	5 (1)		5 (1)	1.1	0.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.9
	102 (4)	340 (9)	442 (13)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIFF-F	105.5	Auburn	1.4/2.7/ 8/ 121
CKLW	800	Windsor	1.0/2.4/ 8/ 131
WMRI-F	106.9	Marion	0.8/3.6/ 47/ 512

RADIO STATIONS

WGL , 1250, 1 KW (DA-2) , NEWS/TALK	ABC T, CNN, $	14.00 (---)	
WOWO, 1190, 50 KW (DA-N) , MOR	CBS, $	45.00 (Mc-Guild)	Price
WQHK, 1380, 5 KW (DA-2) , COUNTRY	ABC I, $	23.00 (Christal)	Federated
WAJI-F, 95.1, 39 KW @ 680, AC	, $	58.00 (Republic)	Sarkes Tarzian
WBTU-F, 93.3, 50 KW @ 469, COUNTRY	ABC E, MBS, $	26.00 (Torbet)	(KENDALLVILLE)
WBYR-F, 98.9, 50 KW @ 450, OLDIES	, $	25.00 (Eastman)	(VAN WERT, OH)
WEZV-F, 101.7, 3 KW @ 300, BTFL/EZ	, $	26.00 (Banner)	Fairfield
WMEE-F, 97.3, 48 KW @ 480, CHR	ABC C, $	75.00 (Christal)	Federated
WOWO-F, 103.1, 3 KW @ 300, -- SEE WOWO-AM			
WXKE-F, 103.9, 3 KW @ 250, AOR	SOURCE, $	25.00 (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 71/505,300
MSA Rank/Pop: 82/622,000
ADI # 62
Average Person Ratings: 16.1
Market TSL: 21.50 hours

Stations: 26/25
Diaries: 1093/462:1/52.5%
Sample Target: 890
% Below Line: 0.9
% Not Listed: 15.1

1989 Revenue: $18,500,000
HH Inc.: $27,283
Retail $: 3.8 Bil
Pop per Station: 20,212
#1 Biller: KMJ $3,100,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJ	(N/T)	90/11.1	5.8	7.6	11.6	9.3	9.0	153/1863	1082/21.4	16.3	18.5	74	8.5	72	948	KMJ
2. KBOS-F	(CHR)	73/ 9.0	8.3	8.1	7.5	5.9	8.2	162/1824	862/17.1	19.2	17.8	57	12.5	106	1167	KBOS-F
3. KNAX-F	(C)	70/ 8.6	9.2	5.6	7.0	4.9	7.6	82/941	812/16.1	11.8	11.6	106	9.4	80	688	KNAX-F
4. KKDJ-F	(AOR)	50/ 6.1	5.5	5.5	8.3	6.1	6.3	91/1062	657/13.0	14.7	13.6	116	5.8	49	693	KKDJ-F
5. KYNO-F	(CHR)	49/ 6.0	5.4	4.8	4.6	5.2	5.2	59/1112	877/17.4	16.8	15.3	73	6.3	53	1001	KYNO-F
6. KFSO-F	(O)	46/ 5.7	5.3	5.0	5.4	6.4	5.3	95/1276	716/14.2	13.1	13.8	163	4.5	38	759	KFSO-F
7. KRZR-F	(AOR)	42/ 5.2	4.8	5.1	5.9	7.0	5.3	90/1076	662/13.1	17.8	20.1	67	9.3	79	785	KRZR-F
8. KOJY-F	(EZ)	38/ 4.7	5.7	8.8	6.1	8.8	6.3	83/1272	691/13.7	12.4	14.9	81	4.1	35	457	KOJY-F
9. KFRE	(C)	33/ 4.1	2.3	4.0	3.0	3.2	3.3	98/1011	445/ 8.8	9.4	6.4	98	4.1	35	320	KFRE
10. KGST	(SP)	31/ 3.8	4.0	4.5	2.5	3.6	3.7	33/400	336/ 6.6	6.2	6.0	63	1.5	13	241	KGST
11. KFYE-F	(AC)	25/ 3.1	1.8	2.9	3.3	3.7	2.8	56/732	465/ 9.2	8.2	10.3	142	2.2	19	291	KFYE-F
12. KEZL-F	(AC)	23/ 2.8	2.4	2.2	1.2	1.2	2.2	23/260	232/ 4.6	5.0	4.8	164	2.7	23	282	KEZL-F
13. KFIG-F	(AC)	20/ 2.5	3.8	3.5	3.9	4.0	3.4	24/562	462/ 9.1	12.2	14.8	124	2.8	24	305	KFIG-F
14. KTHT-F	(AC)	18/ 2.2	1.7	1.8	2.0	2.0	1.9	26/625	412/ 8.2	6.8	7.1	141	2.0	17	233	KTHT-F
15. KCLQ-F	(AOR)	14/ 1.7	2.4	2.2	3.3	1.7	2.4	46/590	262/ 5.2	7.3	6.6	118	2.1	18	280	KCLQ-F
16. KOQO-F	(SP)	10/ 1.2	3.2	3.0	3.4	2.9	2.7	15/286	181/ 3.6	6.3	6.9	92	0.8	7	108	KOQO-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 70.48% (487 of 691) (FAL 88: 72.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KKDJ-F	1 KKDJ-F	1 KFSO-F	1 KFSO-F<	1 KMJ >	1 KMJ >>	1 KMJ <	1 KBOS-F	1 KBOS-F>	1 KMJ >>
2 KYNO-F>	2 KBOS-F	2 KNAX-F<	2 KNAX-F	2 KNAX-F	2 KNAX-F>	2 KNAX-F	2 KNAX-F>	2 KNAX-F	2 KMJ <	2 KNAX-F
3 KRZR-F	3 KRZR-F	3 KBOS-F	3 KKDJ-F	3 KMJ	3 KOJY-F	3 KBOS-F	3 KKDJ-F<	3 KMJ <	3 KYNO-F	3 KRZR-F
4	4 KYNO-F	4 KFSO-F	4 KMJ	4 KKDJ-F>	4 KFRE <	4 KGST	4 KBOS-F<	4 KYNO-F	4 KRZR-F	4 KGST
5	5 KNAX-F	5 KRZR-F<	5 KBOS-F	5 KBOS-F	5 KFSO-F<	5 KKDJ-F	5 KFSO-F	5 KKDJ-F	5 KKDJ-F	5 KFSO-F
6	6 KFYE-F	6 KYNO-F	6 KEZL-F<	6 KEZL-F	6 KGST	6 KYNO-F	6 KOJY-F	6 KRZR-F	6 KFSO-F	6 KEZL-F
7	KFSO-F	7 KMJ	7 KYNO-F	7 KYNO-F	7	7	7	7 KFSO-F<	7	7
8	8	8	8	KFYE-F	8	8	8	8 KOJY-F	8	
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRZR-F	1 KBOS-F>	1 KBOS-F>	1 KBOS-F	1 KNAX-F
2 KBOS-F>	2 KRZR-F	2 KFYE-F	2 KNAX-F	2 KBOS-F
3 KYNO-F	3 KKDJ-F	3 KKDJ-F	3 KYNO-F	3 KFSO-F
KKDJ-F>	4 KYNO-F	4 KYNO-F	4 KRZR-F	4 KYNO-F
5 KTHT-F	KFYE-F	5 KFSO-F	5 KKDJ-F	KMJ
KFYE-F	6	6 KRZR-F	KFYE-F	6 KFYE-F
KFIG-F>	7	KNAX-F	7 KFSO-F	7 KOJY-F
8	8	8	8	KKDJ-F
	9		9	9
	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBOS-F	1 KKDJ-F>	1 KKDJ-F	1 KKDJ-F	1 KFSO-F
2 KKDJ-F	2 KRZR-F	2 KRZR-F	2 KFSO-F	2 KMJ
3 KYNO-F	3 KBOS-F	KFSO-F>	3 KNAX-F	3 KKDJ-F
4 KRZR-F	4 KNAX-F<	4 KMJ	4 KMJ	4 KNAX-F>
KNAX-F>>	5 KYNO-F	KEZL-F	5 KRZR-F	5 KEZL-F
6	6 KFSO-F	6 KNAX-F	6 KBOS-F	6 KRZR-F
	7	7 KTHT-F	7 KYNO-F	7
	8	KFYE-F	8	8
	9	9	9	9
	10		10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		164 (3)	164 (3)	23.7	21.3	KEAP	980	Fresno	1.0/2.3/ 8/ 116
AOR/CLASSIC		64 (2)	64 (2)	9.3	9.2	KFIG	1430	Fresno	0.4/1.4/ 3/ 79
AC/OLDIES/SOFT ROCK	3 (1)	132 (5)	135 (6)	19.5	21.5	KIRV	1510	Fresno	0.4/1.3/ 8/ 112
MOR/VARIETY						KKAM	1340	Fresno	0.6/3.0/ 6/ 195
COUNTRY	33 (1)	73 (2)	106 (3)	15.3	10.4	KOQO	790	Clovis/Fresno	0.7/2.7/ 6/ 143
BLACK/URBAN	11 (2)		11 (2)	1.6	2.0	KRDU	1130	Dinuba	0.7/2.0/ 15/ 248
BEAUTIFUL/EASY		38 (1)	38 (1)	5.5	10.6	KXEX	1550	Fresno	1.1/3.4/ 9/ 211
NEWS/TALK	90 (1)		90 (1)	13.0	11.9	KXMX-F	92.1	Madera	0.7/2.8/ 6/ 141
NOSTALGIA	8 (1)		8 (1)	1.2		KYNO	1300	Fresno	0.7/4.1/ 10/ 308
RELIGION/GOSPEL	9 (2)		9 (2)	1.3	1.2				
SPANISH	46 (3)	16 (2)	62 (5)	9.0	11.6	KJOP	1240	Lemoore	0.5/1.2/ 5/ 104
CLASSICAL						KUBB-F	96.3	Mariposa	0.4/2.9/ 55/ 687
JAZZ/NEW AGE									
UNKNOWN/OTHERS	4 (1)		4 (1)	0.6	0.8				
	204 (12)	487 (15)	691 (27)						

RADIO STATIONS

AM STATIONS

KFRE,	940,	50 KW (DA-2)	, COUNTRY	ABC D,	$ 30.00 (HNWH)	First Sierra
KGST,	1600,	5 KW (DA-N)	, HISPANIC	,	$ 24.00 (Lotus)	Lotus
KKAM,	1340,	1 KW	, BLACK	CBS,	$ 20.00 (CBS)	
KMJ ,	580,	5 KW	, NEWS/TALK	TALKNT,	$ 53.00 (Katz)	Henry
KOQO,	790,	500W (DAYS,DA)	, HISPANIC	CRC,	$ 21.00 (Caballero)	Group III
KXEX,	1550,	5 KW/2.5 KW(DA-2)	, HISPANIC	,	$ 23.00 (SBS)	
KYNO,	1300,	5 KW/1 KW (DA-N)	, OLDIES	SMN,	$ 19.00 (Banner)	Brown

FM STATIONS

KBOS-F,	94.9,	16 KW @ 847,	CHR	ABC F,	$ 37.00 (CBS)	(TULARE)
KCLQ-F,	107.5,	21 KW @ 790,	AOR	,	$ 31.00 (Republic)	Liggett (HANFORD)
KEZL-F,	96.7,	25 KW @ 300,	SOFT AC	,	$ 22.00 (K & P)	(FOWLER)
KFIG-F,	101.1,	50 KW @ 310,	AC	,	$ 40.00 (Eastman)	
KFSO-F,	92.9,	10 KW @ 800,	OLDIES	,	$ 40.00 (CBS)	Americom (VISALIA)
KFYE-F,	93.7,	68 KW @ 1912,	AC	,	$ 32.00 (Katz)	Henry
KKDJ-F,	105.9,	2 KW @ 1960,	AOR	,	$ 48.00 (Durpetti)	
KRZR-F,	103.7,	50 KW @ 500,	CHR	,	$ 38.00 (Christal)	Olympia (HANFORD)
KNAX-F,	97.9,	48 KW @ 290,	COUNTRY	ABC E,	$ 40.00 (HNWH)	First Sierra
KOJY-F,	98.9,	19 KW @ 820,	BTFL/EZ	,	$ 35.00 (MMR)	
KOQO-F,	101.9,	2 KW @ 1870,	HISPANIC	CRC,	$ 27.00 (Caballer)	Group III
KTHT-F,	102.7,	50 KW @ 500,	SOFT AC	,	$ 30.00 (Christal)	
KYNO-F,	95.7,	18 KW @ 850,	CHR	SMN,	$ 42.00 (Banner)	Brown

CALL LETTER CHANGES

KMGX changes to KRZR (July)

FORMAT CHANGES

KCLQ-F changes from CLASSIC AOR to Z ROCK (Nov)

STATION SALES

KEAP sold to Americom for $460,000...KKAM, KBOS-F sold to Dwight Case for $6,900,000 (E) (MVP)...

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

American Radio Spring, 1989 Copyright 1989

GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/544,500

MSA Rank/Pop: 71/672,000
ADI #37 (w/ Kalamazoo)
Average Person Ratings: 15.7
Market TSL: 20.75 hours

Stations: 21/16
Diaries: 893/610:1/56.6%
Sample Target: 920
% Below Line: 8.4
% Not Listed: 15.0

1989 Revenue: $23,800,000
HH Inc.: $31,191
Retail $: 5.1 Bil
Pop per Station: 34,031
#1 Biller: WCUZ A/F $3,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCUZ-F (C)	94/11.0	7.0	7.0	8.0	6.9	8.3	131/1766	1131/20.8	16.4	16.1	125	7.5	72	792	WCUZ-F
2. WOOD-F (EZ)	81/ 9.5	10.2	11.4	7.8	8.7	9.7	138/2037	1072/19.7	22.4	18.5	64	8.5	82	1126	WOOD-F
3. WLAV-F (AOR)	73/ 8.5	5.8	7.9	7.7	7.8	7.5	91/1435	957/17.6	17.5	15.3	112	11.1	107	1034	WLAV-F
4. WGRD-F (CHR)	68/ 8.0	10.6	8.3	7.7	8.7	8.6	111/2277	1352/24.8	23.4	24.0	71	12.2	117	1290	WGRD-F
5. WLHT-F (AC)	66/ 7.7	7.8	7.7	7.9	7.3	7.8	74/1197	1004/18.4	15.9	16.9	151	5.8	56	813	WLHT-F
6. WKLQ-F (CHR)	56/ 6.5	5.6	4.4	8.0	7.1	6.1	84/1700	1050/19.3	19.3	22.3	58	6.2	60	933	WKLQ-F
7. WOOD (MOR)	55/ 6.4	5.5	7.4	7.2	6.3	6.6	73/948	726/13.3	14.2	17.7	59	5.6	54	788	WOOD
8. WJFM-F (O)	47/ 5.5	6.0	3.7	6.2	8.3	5.3	98/1423	691/12.7	12.3	17.7	127	4.9	47	701	WJFM-F
9. WMUS-F (C)	38/ 4.4	4.2	4.8	5.5	3.1	4.7	102/1379	512/ 9.4	12.0	9.2	130	5.0	48	579	WMUS-F
10. WODJ-F (O)	33/ 3.9	0.4	0.7	0.6	0.5	1.4	63/1102	475/ 8.7	2.0	1.6	151	2.8	27	277	WODJ-F
11. WSNX-AF (CHR)	28/ 3.3	5.6	3.7	5.0	4.7	4.4	109/1736	648/11.9	15.7	13.0	58	5.0	48	708	WSNX-AF
12. WFUR-F (REL)	17/ 2.0	0.7	2.3	2.9	2.2	2.0	28/641	463/ 8.5	8.0	6.9	40	1.1	11	221	WFUR-F
13. WKWM (B)	16/ 1.9	2.4	1.7	1.3	0.7	1.8	25/183	137/ 2.5	2.4	1.3	111	1.8	17	175	WKWM
14. WYXX-F (AC)	14/ 1.6	2.7	2.1	2.4	2.6	2.2	34/713	395/ 7.3	6.2	7.2	169	1.4	13	190	WYXX-F
15. WCUZ (C)	13/ 1.5	3.0	3.1	2.7	3.3	2.6	14/315	307/ 5.6	8.5	9.1	113	1.4	13	250	WCUZ

12+ FM SHARE (METRO): 85.83% (624 of 727) (FAL 88: 83.29%) .

TEENS	18-34	18-49	25-49	25-54	[illegible]5+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WLAV-F	1 WLAV-F<	1 WCUZ-F	1 WCUZ-F	1 WOOD-F	1 WCUZ-F	1 WCUZ-F	1 WCUZ-F	1 WGRD-F>	1 WGRD-F
2 WSNX-AF	2 WKLQ-F	2 WCUZ-F	2 WLHT-F	2 WLHT-F	2 WCUZ-F	2 WOOD-F	2 WOOD-F<	2 WOOD-F	2 WLAV-F<	2 WJFM-F
WKLQ-F	3 WLHT-F	3 WLHT-F	3 WLAV-F>	3 WLAV-F>	3 WOOD >	3 WOOD	3 WLAV-F<	3 WGRD-F<	3 WCUZ-F	3 WLAV-F
4	4 WJFM-F<	4 WKLQ-F	4 WJFM-F	4 WJFM-F	4 WLHT-F	4 WLHT-F	4 WLHT-F>	4 WLAV-F	4 WKLQ-F	4 WOOD
5	5 WGRD-F	5 WGRD-F	5 WODJ-F<	5 WOOD-F<	5 WMUS-F	5 WLAV-F	5 WKLQ-F<	5 WLHT-F	5 WOOD	5 WCUZ-F
6	6 WCUZ-F	6 WJFM-F	6 WGRD-F	6 WODJ-F<	6	6 WKLQ-F	6 WJFM-F	6 WKLQ-F<	6 WOOD-F	6 WHTC
7	7	7	7	7 WMUS-F	7	7	7 WOOD	7 WJFM-F	WJFM-F	7
				WGRD-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F>	1 WLHT-F	1 WLHT-F>>	1 WLHT-F	1 WLHT-F	1 WKLQ-F	1 WLAV-F	1 WLAV-F	1 WLAV-F	1 WCUZ-F
2 WLHT-F	2 WFUR-F	2 WLAV-F	2 WGRD-F	WCUZ-F>	2 WLAV-F>	2 WKLQ-F	2 WCUZ-F	2 WCUZ-F	2 WLAV-F
WKLQ-F	3 WLAV-F>	3 WGRD-F>	3 WCUZ-F	3 WOOD-F	3 WJFM-F>	3 WJFM-F	3 WJFM-F>	3 WJFM-F	3 WLHT-F<
4 WLAV-F>	4 WKLQ-F>	4 WJFM-F	4 WLAV-F>	4 WGRD-F	4 WSNX-AF	4 WCUZ-F	4 WKLQ-F	4 WKLQ-F>	4 WJFM-F
5 WSNX-AF	5 WCUZ-F	WCUZ-F	5 WOOD-F	5 WLAV-F	5 WGRD-F	5	5 WMUS-F	5 WLHT-F	5 WMUS-F
6 WKWM	6	6	6 WKLQ-F	6	WCUZ-F	6	WLHT-F>>	6	6 WODJ-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	1 (1)	151 (3)	152 (4)	20.9	24.2
AOR/CLASSIC		73 (1)	73 (1)	10.0	9.2
AC/OLDIES/SOFT ROCK	6 (1)	160 (4)	166 (5)	22.8	24.2
MOR/VARIETY	64 (2)		64 (2)	8.8	9.9
COUNTRY	13 (1)	132 (2)	145 (3)	19.9	16.2
BLACK/URBAN	16 (1)		16 (1)	2.2	0.8
BEAUTIFUL/EASY		81 (1)	81 (1)	11.1	11.4
NEWS/TALK	3 (1)		3 (1)	0.4	0.6
NOSTALGIA					
RELIGION/GOSPEL		24 (2)	24 (2)	3.3	3.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	
	103 (7)	624 (14)	727 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHTC	1450	Holland	1.1/3.0/ 10/ 207
WJQK-F	99.3	Zeeland/Holland	0.8/3.9/ 8/ 232
WLAV	1340	Grand Rapids	0.7/2.6/ 6/ 168
WGN	720	Chicago	0.4/2.6/ 15/ 309
WQWQ-F	101.7	Muskegon Hts.	0.4/1.1/ 27/ 312
WSNX	1600	Muskegon	0.1/0.3/ 2/ 48

RADIO STATIONS

AM STATIONS

WCUZ	1230	1 KW	SEE WCUZ-F			
WFUR	1570	1 KW	RELIGION		$ 10.00 (Patt)	Kuiper
WKWM	1140	5 KW (DAYS,DA)	BLACK	SBN	$ 16.00 (Patt)	
WOOD	1300	5 KW (DA-N)	MOR	NBC	$ 55.00 (Katz)	United Artists

FM STATIONS

WCUZ-F	101.3	50 KW @ 420	COUNTRY	ABC I	$ 75.00 (Christal)	Federated
WFUR-F	102.9	48 KW @ 510	RELIGION		$ 15.00 (Patt)	Kuiper
WGRD-F	97.9	13 KW @ 590	CHR	ABC C	$ 35.00 (Durpetti)	Regional
WJFM-F	93.7	320 KW @ 780	OLDIES	CBS	$ 31.00 (Mc-Guild)	
WKLQ-F	94.5	50 KW @ 500	CHR/AOR	ABC F	$ 50.00 (Eastman)	Bloomington (HOLLAND)
WLAV-F	96.9	50 KW @ 500	AOR	SOURCE	$ 70.00 (MMR)	Adams
WLHT-F	95.7	41 KW @ 554	AC		$ 65.00 (Republic)	Liggett
WOOD-F	105.7	265 KW @ 810	BTFL/EZ		$ 61.00 (Katz)	United Artists
WYXX-F	96.1	50 KW @ 420	SOFT AC		$ 24.00 (Patt)	(HOLLAND)
WMUS-F	106.9	50 KW @ 480	COUNTRY	ABC D	$ 36.00 (HNWH)	(MUSKEGON)
WODJ-F	107.3	50 KW @ 500	OLDIES	UPI, MBS	$ 14.00 (Patt)	Goodrich (GREENVILLE)
WSNX-F	104.5	50 KW @ 360	CHR		$ 33.00 (Banner)	Goodrich (MUSKEGON)

CALL LETTER CHANGES

WPLB-F changes to WODJ-F

FORMAT CHANGES

WODJ-F changes from COUNTRY to OLDIES (Oct)...WKLQ reclassified as CHR/AOR

STATION SALES

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/787,400

MSA Rank/Pop: 57/940,000
ADI # 47
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 29/22
Diaries: 1175/670:1/57.8%
Sample Target: 1100
% Below Line: 4.6
% Not Listed: 12.6

1989 Revenue: $22,000,000
HH Inc.: $26,025
Retail $: 7.3 Bil
Pop per Station: 35,790
#1 Biller: WTQR-F $4,250,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	192/13.8	15.3	15.9	15.1	16.8	15.0	315/3355	1805/22.9	27.5	25.6	115	14.8	206	2000	WTQR-F
2. WKRR-F (AOR)	134/ 9.6	11.4	9.2	8.1	8.3	9.6	201/2230	1381/17.5	17.0	17.3	94	11.6	161	1616	WKRR-F
3. WJMH-F (B)	123/ 8.8	7.1	11.5	7.6	3.8	8.8	169/2313	1465/18.6	18.9	9.8	91	12.8	178	1709	WJMH-F
4. WMAG-F (AC)	96/ 6.9	5.0	5.7	5.5	6.8	5.8	129/1800	1213/15.4	14.3	15.2	152	7.0	98	1152	WMAG-F
5. WKZL-F (CHR)	84/ 6.0	5.6	5.8	5.5	6.2	5.7	124/1989	1147/14.6	16.7	17.1	75	7.9	110	1508	WKZL-F
6. WWWB-F (AC)	72/ 5.2	4.6	3.9	4.4	3.1	4.5	108/1579	918/11.7	11.6	10.3	125	2.4	33	596	WWWB-F
7. WMQX-F (O)	68/ 4.9	4.2	4.2	4.8	3.1	4.5	135/2021	1016/12.9	10.5	10.4	147	3.5	48	861	WMQX-F
8. WQMG-F (B)	63/ 4.5	4.8	4.0	4.1	8.9	4.3	89/1228	782/ 9.9	9.8	12.7	87	6.9	96	908	WQMG-F
9. WSJS (N/T)	62/ 4.5	3.8	4.8	5.1	5.0	4.6	62/806	752/ 9.6	10.3	12.1	62	3.3	46	903	WSJS
10. WKSI-F (CHR)	54/ 3.9	3.4	3.9	3.9	5.4	3.8	122/2181	1033/13.1	13.8	16.0	95	4.7	65	1057	WKSI-F
11. WWMY-F (EZ)	42/ 3.0	1.9	2.4	3.2	2.3	2.6	70/909	628/ 8.0	5.5	5.3	87	2.1	29	326	WWMY-F
12. WAAA (B)	28/ 2.0	1.7	1.4	2.0	2.0	1.8	28/315	309/ 3.9	3.3	4.1	105	0.9	12	266	WAAA

12+ FM SHARE (METRO): 85.94% (1045 of 1216) (FAL 88: 82.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F	1 WKRR-F>	1 WKRR-F<	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F	1 WJMH-F>	1 WTQR-F>>
2 WKZL-F>>	2 WJMH-F>	2 WTQR-F	2 WMAG-F	2 WMAG-F	2 WSJS	2 WKRR-F	2 WKRR-F	2 WKRR-F<	2 WKRR-F	2 WQMG-F
3 WKSI-F	3 WKZL-F<	3 WJMH-F	3 WKRR-F	3 WKRR-F	3 WMAG-F<	3 WJMH-F	3 WMAG-F	3 WJMH-F	3 WKZL-F	3 WKRR-F<
4	4 WTQR-F	4 WMAG-F>	4 WJMH-F	4 WJMH-F	4 WWWB-F	4 WMAG-F<	4 WWWB-F	4 WMAG-F	4 WQMG-F<	4 WJMH-F
5	WQMG-F	5 WMQX-F	5 WMQX-F	5 WMQX-F	5 WMQX-F	5 WSJS	5 WJMH-F	5 WMQX-F	5 WTQR-F	5 WMFR
6	6 WMAG-F	WKZL-F<	6 WWWB-F	6 WWWB-F	6	6 WKZL-F	6 WMQX-F	6 WWWB-F	6	6
		7 WWWB-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F	1 WKRR-F	1 WMAG-F	1 WTQR-F<	1 WTQR-F	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>	1 WKRR-F	1 WTQR-F>
2 WJMH-F	2 WJMH-F	2 WJMH-F	2 WMAG-F<	2 WMAG-F>	2 WJMH-F	2 WQMG-F	2 WTQR-F	2 WTQR-F>	2 WKRR-F
3 WKZL-F>	3 WKZL-F	3 WTQR-F	3 WKRR-F<	3 WWWB-F	3 WQMG-F	WJMH-F	WQMG-F	3 WJMH-F	3 WMQX-F
4 WQMG-F	4 WMAG-F>	WKRR-F	4 WJMH-F	WJMH-F	4 WKZL-F>	4 WTQR-F	4 WJMH-F>	4 WMQX-F	4 WJMH-F<
5 WKSI-F>	5 WTQR-F	5 WKZL-F>>	5 WKZL-F	5 WKRR-F	5 WTQR-F	5	5 WKSI-F	5 WQMG-F	5 WMAG-F
6 WWWB-F	6 WQMG-F	6	6 WWWB-F	6 WKZL-F	6	6	6 WMAG-F	6 WMAG-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		145 (3)	145 (3)	11.9	15.2
AOR/CLASSIC		149 (4)	149 (4)	12.3	9.4
AC/OLDIES/SOFT ROCK		274 (5)	274 (5)	22.5	15.8
MOR/VARIETY	15 (1)		15 (1)	1.2	6.6
COUNTRY		215 (3)	215 (3)	17.7	26.2
BLACK/URBAN	28 (1)	186 (2)	214 (3)	17.6	13.9
BEAUTIFUL/EASY		42 (1)	42 (1)	3.5	3.1
NEWS/TALK	62 (1)		62 (1)	5.1	
NOSTALGIA	27 (1)		27 (1)	2.2	2.8
RELIGION/GOSPEL	29 (3)	34 (2)	63 (5)	5.2	5.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	10 (2)		10 (2)	0.8	1.2
	171 (9)	1045 (20)	1216 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGLD	1320	Greensboro	0.3/0.9/ 4/ 70
WHPE-F	95.5	High Point	1.4/3.7/ 33/ 417
WKEW	1400	Greensboro	1.1/2.3/ 15/ 185
WLXN	1440	Lexington	0.4/1.1/ 6/ 85
WMFR	1230	High Point	1.9/5.0/ 27/ 394
WPCM-F	101.1	Burlington	1.4/4.3/ 82/1195
WPET	950	Greensboro	0.7/0.9/ 10/ 73
WSMX	1500	Winston-Salem	0.5/1.6/ 7/ 123
WTNC	790	Thomasville	0.9/1.8/ 13/ 160
WWGL-F	94.1	Lexington/WS	1.0/3.2/ 26/ 432
WDCG-F	105.1	Durham/Raleigh	0.5/3.7/ 44/1157
WMXC-F	104.7	Charlotte	1.1/4.4/ 51/ 932
WRDX-F	106.5	Salisbury/Chrlt	1.6/2.3/ 29/ 350
WROQ-F	95.1	Charlotte	0.3/1.3/ 40/ 655
WROV-F	96.3	Martinsville	0.4/1.2/ 24/ 449
WSOC-F	103.7	Charlotte	0.3/1.8/ 73/1087
WZZU-F	93.9	Burlington	0.4/1.7/ 37/ 684

RADIO STATIONS

WAAA, 980, 1 KW, BLACK	NBN, $	17.00 (---)		
WMFR, 1230, 1 KW, NOSTALGIA	ABC I, APR, $	25.00 (MMR)	Voyager	
WSJS, 600, 5 KW (DA-2), MOR	NBC, MBS, $	49.00 (Mc-Guild)	New Market	
WHPE-F, 95.5, 100 KW @ 440, RELIGION	, $	14.00 (---)		
WJMH-F, 102.1, 61 KW @ 1160, URBAN/CHR	, $	50.00 (HNWH)	Beasley	(REIDSVILLE)
WKRR-F, 92.3, 100 KW @ 1276, CLASSIC AOR	, $	68.00 (MMR)	Dick	
WKSI-F, 98.7, 100 KW @ 800, CHR	, $	47.00 (Republic)	Bahakel	
WKZL-F, 107.5, 100 KW @ 500, CHR	ABC R, $	55.00 (Katz)	Nationwide	
WMAG-F, 99.5, 100 KW @ 1500, AC	, $	75.00 (MMR)	Voyager	
WMQX-F, 93.1, 100 KW @ 1050, OLDIES	, $	40.00 (Durpetti)	Ralph Guild	
WPCM-F, 101.1, 100 KW @ 1176, COUNTRY	MBS, $	N/A (---)		(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 550, BLACK	RADRAD, $	43.00 (HNWH)		
WTQR-F, 104.1, 100 KW @ 1420, COUNTRY	MBS, $	95.00 (Mc-Guild)	New Market	
WWMY-F, 94.5, 100 KW @ 1000, BTFL/EZ	US 2, $	25.00 (Katz)		(EDEN)
WWWB-F, 100.3, 100 KW @ 1049, AC	US 2, $	44.00 (Mc-Guild)		

GREENVILLE, NC

Arbitron Rank/Pop (12+): 85/418,800

MSA Rank/Pop: NA
ADI # 104
Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 30/22
Diaries: 988/424:1/59.2%
Sample Target: 810
% Below Line: 11.1
% Not Listed: 13.5

1989 Revenue: NA
HH Inc.: NA
Retail $: NA
Pop per Station: 19,036
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIKS-F (B)	148/20.2	16.9	19.6	23.1	24.9	----	179/1739	1243/29.7	28.2	29.4	105				WIKS-F
2. WRNS-AF (C)	83/11.4	15.3	15.0	14.4	16.7	----	151/1695	921/22.0	24.3	22.5	118				WRNS-AF
3. WDLX-F (CHR)	63/ 8.6	11.0	9.6	11.6	9.5	----	105/1640	850/20.3	22.4	26.6	62				WDLX-F
4. WNCT-F (EZ)	44/ 6.0	6.1	7.9	5.8	8.7	----	76/1014	518/12.4	11.7	12.6	70				WNCT-F
5. WKOO-F (?)	36/ 4.9	3.5	3.9	2.0	1.9	----	39/436	358/ 8.5	8.5	7.8	182				WKOO-F
6. WSFL-AF (AC)	33/ 4.5	7.3	6.2	7.8	5.6	----	35/590	503/12.0	15.0	14.0	167				WSFL-AF
7. WHTE-F (?)	28/ 3.8	3.2	2.9	----	----	----	54/629	340/ 8.1	6.6	3.3	58				WHTE-F
8. WZYC-F (AOR)	27/ 3.7	4.7	8.2	7.0	4.3	----	29/525	469/11.2	12.9	14.8	89				WZYC-F
9. WXQR-F (AOR)	22/ 3.0	1.9	2.9	3.1	3.2	----	22/269	230/ 5.5	3.7	7.8	27				WXQR-F
10. WTRG-F (AC)	20/ 2.7	1.9	0.9	0.8	0.5	----	65/1133	338/ 8.1	5.7	3.3	185				WTRG-F

12+ FM SHARE (METRO): 89.75% (569 of 634) (FAL 88: 93.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>	1 WIKS-F>	1 WRNS-AF	1 WIKS-F>	1 WIKS-F	1 WIKS-F>	1 WIKS-F>>	1 WIKS-F>>
2 WDLX-F	2 WDLX-F>	2 WRNS-AF	2 WRNS-AF>	2 WRNS-AF>	2 WIKS-F	2 WRNS-AF>	2 WRNS-AF>	2 WRNS-AF>	2 WDLX-F>	2 WRNS-F>
3	3 WRNS-AF<	3 WDLX-F	3 WKOO-F	3 WKOO-F	3 WNCT-F>	3 WDLX-F>	3 WNCT-F>	3 WDLX-F>	3 WRNS-AF	3 WDLX-F
4	4 WZYC-F	4 WKOO-F	4 WSFL-AF	4 WSFL-AF>	4 WKOO-F	4 WNCT-F<	4 WKOO-F	4 WNCT-F	4	4 WJCV >
5	5 WXQR-F	5 WSFL-AF<	5 WDLX-F	5 WDLX-F	5 WSFL-AF	5 WSFL-AF	WDLX-F	5 WKOO-F	5	5 WHTE-F
6	6	6 WZYC-F	6	6 WTRG-F	6	6 WKOO-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>
2 WHTE-F	2 WDLX-F>	2 WSFL-AF	2 WDLX-F<	2 WRNS-AF	2 WXQR-F	2 WXQR-F	2 WRNS-AF	2 WRNS-AF>	2 WRNS-AF>
WDLX-F>>	3 WHTE-F	3 WDLX-F	3 WRNS-AF>	3 WSFL-AF	3 WDLX-F>	WDLX-F	3 WZYC-F	3 WDLX-F	3 WKOO-F>
4 WRNS-AF	4 WSFL-AF	4 WRNS-AF	4 WSFL-AF	4 WKOO-F	4 WZYC-F	4 WZYC-F	4 WSFL-AF	4 WKOO-F	4 WSFL-AF
WZYC-F	5 WRNS-AF	5 WKOO-F	5 WHTE-F	5 WNCT-F	5 WRNS-AF	5 WRNS-AF	WGTM	5 WZYC-F	WTRG-F
6	6	6	6 WKOO-F	WDLX-F	6 WLAS	6	WKOO-F	WXQR-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	11.4	11.8
AOR/CLASSIC		60 (3)	60 (3)	9.5	14.4
AC/OLDIES/SOFT ROCK	2 (1)	68 (5)	70 (6)	11.0	10.2
MOR/VARIETY	6 (1)		6 (1)	0.9	2.9
COUNTRY	10 (2)	95 (3)	105 (5)	16.6	24.8
BLACK/URBAN	10 (1)	158 (3)	168 (4)	26.5	23.3
BEAUTIFUL/EASY	3 (1)	44 (1)	47 (2)	7.4	8.9
NEWS/TALK					
NOSTALGIA					0.5
RELIGION/GOSPEL	18 (1)		18 (1)	2.8	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	16 (2)	72 (4)	88 (6)	13.9	3.2
	65 (9)	569 (21)	634 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCZI-F	98.3	Washington/Grnv	0.4/2.0/ 3/ 85
WELS	1010	Kinston	1.6/3.0/ 14/ 138
WJCV	1290	Jacksonville	0.5/1.6/ 4/ 65
WJNC	1240	Jacksonville	0.8/2.5/ 6/ 105
WKCP-F	97.7	Kinston	0.7/1.2/ 6/ 65
WKJA-F	92.1	Belhaven	0.7/2.0/ 5/ 84
WLAS	910	Jacksonville	1.1/1.7/ 9/ 94
WNCT	1070	Greenville	0.4/1.4/ 3/ 106
WOOW	1340	Greenville	1.4/2.9/ 10/ 134
WRHT-F	96.3	Morehead City	0.5/3.2/ 4/ 136
WRQR-F	94.3	Farmville/Grnvl	1.2/3.1/ 9/ 130
WGTM	590	Wilson	2.5/4.6/ 28/ 380
WKTC-F	96.9	Tarboro/Rky Mnt	1.2/3.3/ 53/ 650
WOKN-F	102.3	Goldsboro/Wilsn	0.4/2.7/ 10/ 335
WRAL-F	101.5	Raleigh	0.5/3.5/ 49/ 854
WRDU-F	106.1	Wilson	1.5/4.8/ 66/ 835
WVBS-F	99.9	Burgaw	1.2/3.9/ 24/ 337
WZFX-F	99.1	Whiteville	1.0/4.0/ 23/ 400

RADIO STATIONS

WOOW, 1340, 1 KW (DA-1) , BLACK/GOSPEL , $ 9.00 (Southern) (GREENVILLE)

WDLX-F, 93.3, 100 KW @ 1800, CHR ABC F, $ 30.00 (Banner) (WASHINGTON)
WHTE-F, 103.7, 50 KW @ 400, ?? , $ N/A (Mc-Guild) (WILLIAMSTON)
WIKS-F, 101.9, 100 KW @ 1020, BLACK ABC C, $ 36.00 (HNWH) (NEW BERN)
WNCT-F, 107.9, 100 KW @ 1800, BTFL/EZ ABC E, CBS, $ 22.00 (Katz) Park (GREENVILLE)
WKOO-F, 98.7, 100 KW @ 1015 ?? , $ 16.00 (Eastman) (JACKSONVILLE)
WRNS-F, 95.1, 100 KW @ 1500, COUNTRY , $ 38.00 (Mc-Guild) Pinnacle (KINSTON)
WSFL-F, 106.5, 100 KW @ 915, AC US 1, $ 20.00 (Eastman) Caravelle (NEW BERN)
WXQR-F, 105.3, 3 KW @ 275, AOR SOURCE, ABC F, $ 14.00 (T-N) (JACKSONVILLE)
WZYC-F, 103.3, 100 KW @ 600, AOR ABC R, $ 17.00 (Mc-Guild) (NEWPORT)

MISCELLANEOUS COMMENTS: WRCM-F changes to WKOO-F (Sep)...WFTC changes to WRNS-A and simulcasts with FM (Aug)...WBRE changes to WCZI and format to AC...

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 68/522,100

MSA Rank/Pop: 80/631,000
ADI #36 (w/ Asheville)
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 25/18
Diaries: 957/546:1/55.5%
Sample Target: 900
% Below Line: 8.8
% Not Listed: 12.6

1989 Revenue: $20,600,000
HH Inc.: $23.181
Retail $: 4.4 Bil
Pop per Station: 29,005
#1 Biller: WESC-AF $4,800,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WESC-F	(C)	105/11.8	12.8	9.3	12.4	12.0	11.6	285/2947	1159/22.2	20.8	22.1	97	10.0	96	982	WESC-F
2. WMYI-F	(AC)	101/11.4	10.4	9.4	8.6	5.0	9.9	210/2795	1312/25.1	19.8	15.1	132	10.1	97	992	WMYI-F
3. WSSL-F	(C)	83/ 9.3	11.1	8.4	8.1	10.5	9.2	177/2212	911/17.4	19.6	21.9	106	10.4	100	914	WSSL-F
4. WANS-F	(CHR)	74/ 8.3	9.3	10.4	11.8	11.2	9.9	139/1915	1005/19.2	18.5	23.8	43	0.0	0	21	WANS-F
5. WSPA-F	(EZ)	70/ 7.9	7.2	7.3	8.3	8.1	7.7	51/1670	779/14.9	14.7	14.7	78	4.3	41	634	WSPA-F
6. WLWZ-F	(B)	54/ 6.1	6.1	7.8	5.4	5.3	6.3	59/558	488/ 9.3	11.5	11.1	102	8.9	86	663	WLWZ-F
7. WFBC-F	(AC)	50/ 5.6	7.9	9.0	8.7	8.7	7.8	93/1686	849/16.3	21.0	22.9	100	4.9	47	625	WFBC-F
8. WCKN-F	(AOR)	48/ 5.4	5.7	4.1	5.2	4.5	5.1	93/1026	607/11.6	10.3	14.0	111	7.4	71	797	WCKN-F
9. WCKZ-F	(CHR)	39/ 4.4	3.8	3.8	4.7	2.7	4.2	81/846	433/ 8.3	8.3	5.9	105	5.1	49	606	WCKZ-F
10. WHYZ	(B)	27/ 3.0	0.7	1.3	2.4	4.1	1.9	28/158	148/ 2.8	2.7	6.4	160	0.5	5	132	WHYZ
11. WSPA	(MOR)	19/ 2.1	2.1	2.3	3.4	2.0	2.5	21/503	353/ 6.8	5.8	6.8	86	1.5	14	177	WSPA
12. WFBC	(N/T)	18/ 2.0	1.5	2.5	1.6	1.9	1.9	23/370	267/ 5.1	5.5	5.1	60	1.8	17	186	WFBC
13. WBBO-F	(J/NA)	14/ 1.6	1.1	2.1	1.3	1.6	1.5	31/517	286/ 5.5	5.6	3.2	150	2.9	28	234	WBBO-F
14. WMUU-F	(EZ)	12/ 1.3	1.2	1.1	1.1	2.1	1.2	21/500	292/ 5.6	4.1	4.8	46	1.5	14	237	WMUU-F
WASC	(B)	12/ 1.3	1.3	1.0	0.5	1.1	1.0	12/184	184/ 3.5	2.7	3.2	154	0.3	3	80	WASC

12+ FM SHARE (METRO): 88.67% (689 of 777) (FAL 88: 83.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WANS-F>>	1 WMYI-F	1 WMYI-F>	1 WMYI-F>	1 WMYI-F	1 WESC-F	1 WMYI-F<	1 WESC-F	1 WMYI-F	1 WANS-F>	1 WSSL-F<
2 WCKZ-F>	2 WCKN-F	2 WESC-F	2 WESC-F	2 WESC-F	2 WSPA-F	2 WESC-F>	2 WMYI-F	WESC-F	2 WLWZ-F>	2 WMYI-F>
3 WLWZ-F	3 WANS-F<	3 WSSL-F	3 WSSL-F>	3 WSSL-F>	3 WSSL-F	3 WSSL-F	3 WSPA-F<	3 WSPA-F<	3 WMYI-F	3 WLWZ-F
4	4 WLWZ-F	4 WLWZ-F	4 WCKN-F	4 WSPA-F	4 WMYI-F	4 WFBC-F	4 WSSL-F>	4 WSSL-F<	4 WCKN-F	4 WSPA-F
5	5 WSSL-F>	WCKN-F<	5 WLWZ-F	WLWZ-F<	5 WFBC-F	5 WANS-F	5 WCKN-F<	5 WANS-F	5 WSSL-F	WESC-F
6	6 WESC-F	6 WANS-F	6 WFBC-F	6 WCKN-F	6	6 WSPA-F	6 WANS-F<	6 WCKN-F	6	6
				7 WFBC-F			7 WFBC-F	7 WLWZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WANS-F>	1 WMYI-F	1 WMYI-F>	1 WMYI-F>	1 WMYI-F>	1 WANS-F	1 WCKN-F>	1 WCKN-F	1 WMYI-F	1 WMYI-F
2 WMYI-F	2 WANS-F	2 WSSL-F	2 WESC-F	2 WESC-F	2 WCKN-F>	2 WMYI-F>	2 WMYI-F	2 WCKN-F	2 WESC-F<
WLWZ-F>>	3 WLWZ-F	WESC-F	3 WSSL-F	3 WSSL-F	3 WMYI-F	3 WSSL-F	3 WSSL-F>	3 WESC-F	3 WSSL-F
4 WSSL-F	4 WSSL-F	4 WLWZ-F	4 WLWZ-F	4 WSPA-F	WLWZ-F>	4 WLWZ-F	4 WHYZ >	4 WSSL-F	WCKN-F>
WFBC-F	5 WCKZ-F	5 WCKZ-F	5 WANS-F	5 WLWZ-F	5 WESC-F	WANS-F	5 WLWZ-F	5 WANS-F	5 WLWZ-F
WCKN-F	WESC-F	6	6 WFBC-F	WFBC-F	6	6	WBBO-F	6 WLWZ-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		44 (2)	44 (2)	5.7	14.9
AOR/CLASSIC		53 (2)	53 (2)	6.8	5.4
AC/OLDIES/SOFT ROCK		168 (4)	168 (4)	21.6	15.8
MOR/VARIETY	19 (1)		19 (1)	2.4	5.9
COUNTRY	8 (2)	188 (2)	196 (4)	25.2	26.4
BLACK/URBAN	39 (2)	54 (1)	93 (3)	12.0	14.6
BEAUTIFUL/EASY		82 (2)	82 (2)	10.6	11.3
NEWS/TALK	18 (1)		18 (1)	2.3	2.1
NOSTALGIA					
RELIGION/GOSPEL	3 (1)	3 (1)	6 (2)	0.8	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE	1 (1)	14 (1)	15 (2)	1.9	1.7
UNKNOWN/OTHERS		9 (1)	9 (1)	1.2	1.4
	88 (8)	615 (16)	777 (24)		

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WBBO	780	Forest City	0.1/0.2/ 2/ 25
WBBR	1580	Travlrs Rst/Grn	0.3/1.6/ 3/ 81
WESC	660	Greenville	0.6/2.4/ 17/ 242
WSSL	1440	Greenville	0.3/1.0/ 4/ 105
WBFM-F	98.1	Seneca	1.0/2.1/ 18/ 210
WBT -F	107.9	Charlotte	0.7/4.0/ 27/ 441
WKSF-F	99.9	Asheville/Grnvl	0.6/3.6/200/1735
WMIT-F	106.9	Black Mountain	0.3/1.3/ 32/ 420
WROQ-F	95.1	Charlotte	0.6/2.4/ 15/ 279
WWMG-F	96.1	Shelby	1.2/2.4/ 22/ 371

RADIO STATIONS

WASC, 1530, 1 KW	, BLACK	ABC C, NBN, $ 14.00 (---)	
WFBC, 1330, 5 KW (DA-N)	, NEWS/TALK	NBC, SUN, $ 22.00 (Katz)	Multimedia
WHYZ, 1070, 50 KW (DAYS, DA)	, BLACK	SBN, ABC C, $ -- (HNWH)	
WSPA, 950, 5 KW (DA-N)	, MOR	CBS, $ 23.00 (Mc-Guild)	
WANS-F, 107.3, 100 KW @ 1008, CHR		, $ 39.00 (Christal)	Degree
WBBO-F, 93.3, 87 KW @ 2000, NAC/JAZZ		, $ 21.00 (Eastman)	
WCKN-F, 101.1, 100 KW @ 994, CLASSIC AOR		ABC R, $ 36.00 (Durpetti)	ABS
WESC-F, 92.5, 95 KW @ 2000, COUNTRY		ABC F, $ 90.00 (Banner)	
WFBC-F, 93.7, 100 KW @ 1840, AC		ABC D, $ 86.00 (Katz)	Multimedia
WLWZ-F, 103.9, 3 KW @ 328, BLACK		, $ 30.00 (Eastman)	Voyager
WMUU-F, 94.5, 100 KW @ 1200, BTFL/EZ		APR, $ 18.00 (---)	
WMYI-F, 102.5, 20 KW @ 1750, AC		, $ 70.00 (Republic)	AmCom
WSPA-F, 98.9, 100 KW @ 1910, BTFL/EZ		, $ 40.00 (Mc-Guild)	
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY		MBS, $ 55.00 (Christal)	

MISCELLANEOUS COMMENTS: WAIM, WCKN-F (Anderson) sold to ABS for $6,000,000 (Americom)

HARRISBURG

Arbitron Rank/Pop (12+): 74/497,200
MSA Rank/Pop: 87/592,000
ADI # 46 (w/York & Lancaster)
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 28/16
Diaries: 853/583:1/54.8%
Sample Target: 880
% Below Line: 20.2
% Not Listed: 12.5

1989 Revenue: $13,100,000
HH Inc.: $29,989
Retail $: 5.2 Bil
Pop per Station: 31,075
#1 Biller: WNNK-F $5,700,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F	(CHR)	160/19.6	17.0	19.0	19.9	20.8	18.9	178/2283	1847/37.1	38.3	40.9	108	27.4	194	1840	WNNK-F
2. WRKZ-F	(C)	79/ 9.7	7.2	9.9	10.7	7.7	9.4	206/2200	830/16.7	18.6	14.5	127	8.2	58	538	WRKZ-F
3. WTPA-F	(AOR)	54/ 6.6	6.3	6.6	5.8	6.0	6.3	71/1008	627/12.6	12.5	12.1	139	9.7	69	669	WTPA-F
4. WHP	(MOR)	48/ 5.9	5.4	6.1	8.7	7.1	6.5	57/1060	783/15.7	15.0	14.9	56	5.5	39	642	WHP
5. WQXA-F	(CHR)	46/ 5.6	3.9	2.8	2.3	4.2	3.7	113/1952	716/14.4	12.6	13.6	63	3.2	23	475	WQXA-F
6. WIMX-F	(AC)	44/ 5.4	4.1	4.6	5.8	6.4	5.0	53/795	623/12.5	12.0	15.9	135	3.9	28	489	WIMX-F
7. WNCE-F	(EZ)	37/ 4.5	6.0	7.4	5.7	5.9	5.9	133/1656	436/ 8.8	12.0	12.7	73	2.7	19	259	WNCE-F
8. WWKL-F	(O)	29/ 3.6	4.6	2.9	3.1	1.0	3.5	54/844	394/ 7.9	6.6	4.9	147	4.7	33	313	WWKL-F
WHYL	(BB)	29/ 3.6	0.7	0.2	0.5	0.4	1.3	36/379	293/ 5.9	0.0	0.0	11	2.7	19	231	WHYL
WHP -F	(AC)	29/ 3.6	6.3	4.8	4.9	4.6	4.9	37/686	516/10.4	12.1	15.1	117	3.5	25	406	WHP -F
11. WHYL-F	(C)	21/ 2.6	2.9	3.9	2.5	2.9	3.0	21/324	290/ 5.8	8.9	7.1	135	4.2	30	389	WHYL-F
12. WLBR	(MOR)	16/ 2.0	3.0	2.2	2.3	2.9	2.4	18/348	323/ 6.5	6.2	7.4	100				WLBR
13. WHTF-F	(AOR)	15/ 1.8	2.9	1.7	1.6	2.2	2.0	67/1044	285/ 5.7	7.2	8.5	111	1.1	8	244	WHTF-F
WCMB	(O)	15/ 1.8	2.4	2.4	1.4	1.4	2.0	16/359	317/ 6.4	7.1	8.2	133	2.0	14	156	WCMB
15. WDAC-F	(REL)	14/ 1.7	0.9	0.8	1.2	0.6	1.1	80/845	236/ 4.7	2.7	2.6	106	0.8	6	108	WDAC-F

12+ FM SHARE (METRO): 81.91% (584 of 713) (FAL 88: 81.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQXA-F	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>	1 WRKZ-F	1 WNNK-F>>	1 WNNK-F>	1 WNNK-F>	1 WNNK-F>	1 WNNK-F>
WNNK-F>>	2 WTPA-F>	2 WTPA-F<	2 WRKZ-F	2 WRKZ-F>	2 WNNK-F	2 WRKZ-F	2 WRKZ-F>	2 WRKZ-F>	2 WQXA-F>	2 WRKZ-F
3 WYCR-F	3 WIMX-F>	3 WRKZ-F	3 WTPA-F	3 WTPA-F	3 WHP	3 WHP	3 WTPA-F	3 WTPA-F	3 WRKZ-F>	3 WHP
4	4 WQXA-F	4 WIMX-F>	4 WIMX-F>	4 WIMX-F>	4 WNCE-F	4 WTPA-F	4 WIMX-F	4 WIMX-F	4 WTPA-F	4 WLBR
5	5 WRKZ-F	5 WQXA-F	5 WWKL-F	5 WWKL-F	5 WHYL	5	5 WNCE-F	5 WQXA-F	5 WHP	5 WIMX-F
								6 WNCE-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F	1 WTPA-F>	1 WNNK-F>	1 WNNK-F
2 WQXA-F	2 WIMX-F	2 WIMX-F	2 WIMX-F	2 WRKZ-F	2 WQXA-F	2 WTPA-F>>	2 WNNK-F>>	2 WTPA-F	2 WRKZ-F
3 WIMX-F>	3 WTPA-F>	3 WTPA-F>>	3 WRKZ-F	3 WIMX-F>	WTPA-F>	3 WQXA-F	3 WIMX-F	3 WRKZ-F>	3 WTPA-F
4 WTPA-F>	4 WQXA-F	4 WRKZ-F	4 WTPA-F	4 WTPA-F	4 WHTF-F>	4 WHTF-F	4 WRKZ-F	4 WQXA-F	4
5 WYCR-F	5 WRKZ-F	WHP -F	5 WQXA-F	WHP -F	5 WRKZ-F	WRKZ-F	5	5 WWKL-F	5
WRKZ-F			6 WHP -F			6 WIMX-F			

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		221 (4)	221 (4)	31.0	31.8
AOR/CLASSIC		74 (3)	74 (3)	10.4	10.8
AC/OLDIES/SOFT ROCK	15 (1)	109 (4)	124 (5)	17.4	19.0
MOR/VARIETY	67 (3)		67 (3)	9.4	13.1
COUNTRY		123 (5)	123 (5)	17.3	13.9
BLACK/URBAN					
BEAUTIFUL/EASY		37 (1)	37 (1)	5.2	7.8
NEWS/TALK	8 (1)		8 (1)	1.1	
NOSTALGIA	29 (1)		29 (1)	4.1	2.4
RELIGION/GOSPEL		17 (2)	17 (2)	2.4	0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	10 (2)	3 (1)	13 (3)	1.8	0.6
	129 (8)	584 (20)	713 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAHT	1510	Annville-Cleona	0.9/2.1/ 7/ 110
WIOO	1000	Carlisle	0.4/1.4/ 3/ 77
WKBO	1230	Harrisburg	1.0/5.1/ 10/ 273
WUFM-F	100.1	Lebanon	0.4/2.3/ 4/ 159
WWII	720	Shiremnstwn/Hrsb	0.4/1.7/ 3/ 102
WARM-F	103.3	York	0.9/4.4/120/1716
WGCB-F	96.1	Gettysburg	0.4/1.5/ 7/ 259
WGRX-F	100.7	Westminster/Bal	0.6/3.0/ 30/ 556
WGTY-F	107.7	Gettysburg	1.5/2.3/ 60/ 635
WIOV-F	105.1	Ephrata/Lncstr	1.0/1.7/ 82/1151
WLAN-F	96.9	Lancaster	0.4/2.9/ 76/1447
WQKX-F	94.1	Sunbury	0.4/1.4/ 6/ 224
WYCR-F	98.5	York/Hanover	1.5/5.5/102/1610

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N)	, OLDIES	NBC, TALKNT, $	20.00 (Eastman)	
WHP , 580, 5 KW (DA-N)	, MOR	CBS, NBC, $	33.00 (Katz)	
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR	ABC I, $	16.00 (K & P)	(LEBANON)
WWKL-F, 94.9, 25 KW @ 700	, OLDIES	, $	25.00 (Banner)	Barnstable
WHYL-F, 102.3, 3 KW @ 328	, COUNTRY	APR, $	28.00 (---)	
WIMX-F, 99.3, 3 KW @ 328	, AC	, $	34.00 (Eastman)	
WNNK-F, 104.1, 22 KW @ 726	, CHR	APR, $	94.00 (Christal)	Keymarket
WRKZ-F, 106.7, 50 KW @ 500	, COUNTRY	ABC E, $	70.00 (Torbet)	Zimmerman
WTPA-F, 93.5, .8 KW @ 740	, AOR	ABC R, $	29.00 (Republic)	
WHP-F , 97.3, 17 KW @ 840	, SOFT AC	, $	40.00 (Katz)	

OTHER RANKED STATIONS -- See Harrisburg and York

MISCELLANEOUS COMMENTS: WHKS changes calls to WWKL...WWKL reclassified as OLDIES...

HARTFORD

Arbitron Rank/Pop (12+): 40/982,400
MSA Rank/Pop: 43/1,120,000
ADI # 23 (w/New Haven)
Average Person Ratings: 18.2
Market TSL: 23.75 hours

Stations: 25/15
Diaries: 1186/828:1/48.3%
Sample Target: 1230
% Below Line: 14.5
% Not Listed: 12.8

1989 Revenue: $36,900,000
HH Inc.: $37,576
Retail $: 10.0 Bil
Pop per Station: 65,493
#1 Biller: WTIC $9,200,000 9

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTIC (MOR)	268/15.0	15.5	15.9	16.5	15.8	15.7	341/4131	2790/28.4	33.6	33.4	49	17.4	266	3187	WTIC
2. WTIC-F (CHR)	201/11.2	12.7	13.7	10.3	12.2	12.0	320/4825	2932/29.8	30.7	34.7	88	15.3	234	3172	WTIC-F
3. WWYZ-F (C)	139/ 7.8	5.7	7.4	5.7	5.6	6.7	257/2916	1556/15.8	16.0	11.3	113				WWYZ-F
4. WRCH-F (AC)	135/ 7.6	8.0	9.0	9.4	9.7	8.5	227/3037	1673/17.0	19.6	20.5	124	6.2	95	1053	WRCH-F
5. WIOF-F (AC)	123/ 6.9	4.8	5.6	4.7	5.9	5.5	172/2538	1645/16.7	13.9	17.2	128	3.1	47	947	WIOF-F
6. WDRC-F (AC)	114/ 6.4	4.8	5.9	7.1	7.8	6.1	205/3236	1749/17.8	16.9	16.6	177	4.7	72	1347	WDRC-F
7. WHCN-F (AOR)	104/ 5.8	5.8	6.1	6.4	5.3	6.0	186/3032	1644/16.7	17.2	16.0	109	6.5	99	1710	WHCN-F
WCCC-F (AOR)	104/ 5.8	6.6	5.1	6.1	4.4	5.9	157/2750	1638/16.7	16.9	13.1	110	8.0	122	1384	WCCC-F
9. WKSS-F (CHR)	95/ 5.3	5.9	4.0	4.8	4.9	5.0	154/3400	1908/19.4	18.5	16.2	68	5.8	89	1813	WKSS-F
10. WPOP (N/T)	46/ 2.6	2.5	1.9	2.4	2.7	2.3	52/980	881/ 9.0	9.2	10.5	77	2.0	30	984	WPOP
11. WNEZ (EZ)	38/ 2.1	1.7	3.1	4.1	3.0	2.8	43/485	417/ 4.2	6.5	6.2	29	1.1	17	537	WNEZ
12. WDRC (AC)	32/ 1.8	1.2	1.0	1.2	0.9	1.3	39/514	389/ 4.0	3.8	4.9	144	0.9	13	238	WDRC
13.															
14.															
15.															

12+ FM SHARE (METRO): 72.82% (1136 of 1560) (FAL 88: 72.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WTIC-F	1 WTIC-F	1 WDRC-F	1 WDRC-F	1 WTIC-F>>	1 WTIC >>	1 WRCH-F	1 WTIC-F	1 WTIC-F	1 WTIC >>
2 WKSS-F	2 WHCN-F<	2 WDRC-F	2 WTIC-F	2 WTIC-F	2 WRCH-F<	2 WTIC-F>	2 WTIC <	2 WTIC	2 WTIC >	2 WTIC-F>
3	3 WCCC-F	3 WHCN-F	3 WRCH-F	3 WRCH-F	3 WWYZ-F>	3 WCCC-F>	3 WIOF-F	3 WWYZ-F	3 WKSS-F>	3 WWYZ-F
4	4 WIOF-F	4 WIOF-F<	4 WIOF-F	4 WWYZ-F	4 WDRC-F	4 WWYZ-F<	4 WWYZ-F	4 WRCH-F	4 WHCN-F	4 WDRC-F
5	5 WKSS-F	5 WCCC-F	5 WWYZ-F	WIOF-F	5 WIOF-F	5 WRCH-F<	5 WTIC-F	5 WIOF-F	5 WWYZ-F	5 WRCH-F
6	6	6 WRCH-F	6 WCCC-F<	6 WTIC	6	6 WDRC-F	6 WDRC-F	WDRC-F<	6	6 WPOP
7	7	7 WWYZ-F<	7 WHCN-F	7 WCCC-F<	7	7	7	7 WHCN-F<	7	WKSS-F
8	8	8 WKSS-F	8	8 WHCN-F>	8	8	8	8 WKSS-F	8	8 WKCI-F>
9	9	9	9	9	9	9	9	9	9	9 WIOF-F
10	10	10	10	10	10	10	10	10	10	WHCN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WTIC-F	1 WTIC-F	1 WTIC-F	1 WAQY-F<	1 WHCN-F	1 WHCN-F<	1 WCCC-F	1 WHCN-F<	1 WDRC-F
2 WIOF-F	2 WIOF-F>>	2 WIOF-F>>	2 WIOF-F	2 WIOF-F<	2 WTIC-F	2 WCCC-F	2 WHCN-F>	2 WCCC-F	2 WWYZ-F<
3 WKSS-F>	3 WKSS-F	3 WWYZ-F	3 WDRC-F	3 WDRC-F	WCCC-F	3 WTIC-F>	3 WTIC-F	3 WTIC-F	3 WCCC-F
4 WAQY-F	4 WCCC-F	4 WHCN-F	4 WRCH-F>	4 WRCH-F	4 WKSS-F>>	4 WKSS-F	4 WDRC-F>	4 WDRC-F	4 WRCH-F<
WCCC-F	5 WHCN-F	WDRC-F	5 WWYZ-F	5 WTIC-F	5 WKCI-F>	5 WDRC-F	5 WRCH-F	5 WWYZ-F	5 WHCN-F
6 WHCN-F>	6	6 WCCC-F>	WKSS-F	6 WWYZ-F	6 WPLR-F	6	6 WWYZ-F	WRCH-F<	6 WTIC-F
7 WLVH-F	7	7	7	7	WAQY-F>	7	7 WKSS-F>	7 WKSS-F	7
8	8		8	8	8	8	8	8	8
	9		9	9	9	9		9	9
	10	10	10	10		10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		315 (3)	315 (3)	20.2	21.7
AOR/CLASSIC	2 (1)	265 (5)	267 (6)	17.1	14.1
AC/OLDIES/SOFT ROCK	32 (1)	256 (4)	288 (5)	18.5	18.4
MOR/VARIETY	268 (1)		268 (1)	17.2	18.4
COUNTRY		145 (2)	145 (2)	9.3	7.3
BLACK/URBAN					0.4
BEAUTIFUL/EASY	38 (1)	135 (1)	173 (2)	11.1	11.5
NEWS/TALK	65 (3)		65 (3)	4.2	3.5
NOSTALGIA					3.5
RELIGION/GOSPEL					
SPANISH	9 (1)	20 (1)	29 (2)	1.9	
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	10 (1)		10 (1)	0.6	1.2
	424 (9)	1136 (16)	1560 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCCC	1290	Hartford	0.1/0.6/ 2/ 69
WLVH	1230	Manchester	0.5/1.3/ 9/ 127
WLVH-F	93.7	Hartford	1.1/1.5/ 33/ 261
WRYM	840	New Britain	0.6/1.3/ 10/ 148
WAQY-F	102.1	Springfield	1.6/6.9/123/1892
WCBS	880	New York	0.4/2.2/ 37/1137
WCTY-F	97.7	Norwich	0.3/0.8/ 38/ 537
WFAN	660	New York	0.7/2.9/ 57/1095
WHYN-F	93.1	Springfield	0.3/2.7/ 94/1594
WKCI-F	101.3	Hamden	1.1/6.8/192/2930
WMAS-F	94.7	Springfield	0.7/2.9/ 86/1223
WPLR-F	99.1	New Haven	1.0/7.7/ 96/1897
WWRX-F	103.7	Westerly/prov	0.6/1.4/ 48/ 916

RADIO STATIONS

AM STATIONS

WDRC,	1360,	5 KW (DA-N)	, OLDIES	,	$ 33.00	(Mc-Guild)	Buckley
WNEZ,	910,	5 KW (DA-N)	, NOSTALGIA	,	$ 32.00	(Banner)	
WPOP,	1410,	5 KW (DA-2)	, NEWS/TALK	CBS,	$ 50.00	(Eastman)	Merv Griffin
WTIC,	1080,	50 KW (DA-N)	, MOR	NBC,	$ 190.00	(Katz)	Chase
WRYM,	840,	1 KW (DAYS)	, HISPANIC		$ 20.00	(Caballero)	

FM STATIONS

WCCC-F,	106.9,	23 KW @ 720,	AOR	SOURCE, ABC C,	$ 40.00	(Durpetti)	
WDRC-F,	102.9,	20 KW @ 810,	OLDIES	,	$ 100.00	(Mc-Guild)	Buckley
WHCN-F,	105.9,	16 KW @ 867,	AOR	ABC R,	$ 61.00	(Christal)	Beck-Ross
WIOF-F,	104.1,	18 KW @ 835,	AC	RADRAD,	$ 64.00	(Eastman)	Merv Griffin (WATERBURY)
WKSS-F,	95.7,	17 KW @ 880,	CHR	APR,	$ 57.00	(MMR)	Precision
WLVH-F,	93.7,	21 KW @ 780,	HISPANIC	CRC,	$ 28.00	(Katz Hisp.)	First City
WRCH-F,	100.5,	8 KW @ 1250,	SOFT AC	,	$ 78.00	(Banner)	
WTIC-F,	96.5,	20 KW @ 810,	CHR	,	$ 155.00	(Katz)	Chase
WWYZ-F,	92.5,	18 KW @ 860,	COUNTRY	US 2,	$ 53.00	(Banner)	(WATERBURY)

MISCELLANEOUS COMMENTS: WLVH is currently broadcasting NOAA weather radio until pending sale is complete...

HONOLULU

Arbitron Rank/Pop (12+): 56/697,400
MSA Rank/Pop: 61/850,000
No ADI
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 23/23
Diaries: 1081/645:1/54.8%
Sample Target: 1040
% Below Line: 0.0
% Not Listed: 6.8

1989 Revenue: $19,900,000
HH Inc.: $35,194
Retail $: 6.2 Bil
Pop per Station: 30,321
#1 Biller: KSSK $4,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KQMQ-AF (CHR)	143/12.4	11.9	13.6	14.6	15.9	13.1		2162/31.0	36.9	34.8	96				KQMQ-AF
2. KUMU-AF (EZ)	124/10.8	9.6	13.0	12.8	11.2	11.6		1498/21.5	24.9	22.3	92				KUMU-AF
3. KIKI-F (CHR)	118/10.2	9.8	10.5	9.2	9.7	9.9		1564/22.4	26.9	21.1	39				KIKI-F
4. KSSK (MOR)	113/ 9.8	13.0	9.2	8.8	10.6	10.2		1405/20.1	27.3	23.5	120				KSSK
5. KSSK-F (AC)	83/ 7.2	7.2	4.7	6.5	7.0	6.4		1262/18.1	18.9	20.1	103				KSSK-F
6. KRTR-F (AC)	79/ 6.8	7.9	8.3	5.8	6.1	7.2		1088/15.6	19.3	15.7	124				KRTR-F
7. KPOI-F (AOR)	57/ 4.9	6.0	6.5	6.3	6.7	5.9		849/12.2	15.7	16.2	96				KPOI-F
8. KHFX-F (AOR)	52/ 4.5	3.0	2.1	2.7	0.3	3.1		747/10.7	6.6	1.4	127				KHFX-F
9. KCCN (E)	51/ 4.4	5.1	7.1	6.3	3.5	5.7		764/11.0	11.2	10.7	132				KCCN
10. KHHH-F (J/NA)	49/ 4.2	3.4	2.7	3.3	2.5	3.4		586/ 8.4	7.7	7.8	150				KHHH-F
11. KHVH (N/T)	46/ 4.0	4.1	3.5	3.8	4.1	3.8		1063/15.2	11.8	13.9	60				KHVH
12. KIKI (O)	36/ 3.1	3.2	4.1	5.1	5.9	3.9		552/ 7.9	11.4	13.4	142				KIKI
13. KGU (N/T)	29/ 2.5	2.6	2.8	2.8	3.5	2.7		657/ 9.4	7.2	12.1	68				KGU
14. KDEO-F (C)	28/ 2.4	1.4	2.4	1.3	----	1.9		394/ 5.6	4.1	0.0	117				KDEO-F
15. KDEO (C)	17/ 1.5	1.1	1.5	1.3	1.4	1.4		280/ 4.0	4.3	4.3	87				KDEO

12+ FM SHARE (METRO): 65.37% (704 of 1077) (FAL 88: 60.13%)

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TEENS      18-34      18-49      25-49      25-54      35+        12+ AMD    12+ MID    12+ PMD    12+ EVE    OVERNIGHT
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1 KIKI-F>> 1 KQMQ-AF  1 KQMQ-AF> 1 KQMQ-AF  1 KQMQ-AF< 1 KUMU-AF  1 KQMQ-AF< 1 KUMU-AF  1 KUMU-AF< 1 KIKI-F>  1 KSSK
2 KQMQ-AF  2 KIKI-F>  2 KIKI-F  2 KSSK     2 KSSK     2 KRTR-F>> 2 KSSK  >  2 KQMQ-AF< 2 KQMQ-AF< 2 KQMQ-AF  2 KIKI-F
3          3 KSSK-F   3 KSSK     3 KUMU-AF  3 KUMU-AF  3 KHVH     3 KUMU-AF  3 KSSK     3 KIKI-F>  3 KRTR-F   3 KQMQ-F<
4          4 KRTR-F     KRTR-F<  4 KRTR-F   4 KRTR-F   4 KQMQ-AF  4 KSSK-F   4 KSSK-F   4 KSSK     4 KUMU-AF> 4 KZOO
5          5 KPOI-F   5 KSSK-F   5 KSSK-F   5 KSSK-F   5 KIKI     5 KIKI-F   5 KRTR-F<  5 KRTR-F   5 KCCN       KHVH
6          6 KHFX-F   6 KUMU-AF  6 KHHH-F   6 KHHH-F   6          6          6 KIKI-F   6 KSSK-F   6          6

WOM 18-24  WOM 18-34  WOM 25-34  WOM 18-49  WOM 25-54             MEN 18-24  MEN 18-34  MEN 25-34  MEN 18-49  MEN 25-54
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1 KQMQ-AF  1 KQMQ-AF> 1 KQMQ-AF> 1 KQMQ-AF> 1 KQMQ-AF             1 KIKI-F>> 1 KIKI-F<  1 KQMQ-AF< 1 KQMQ-AF  1 KSSK
  KIKI-F>> 2 KIKI-F<  2 KSSK-F   2 KRTR-F<  2 KSSK                2 KQMQ-AF> 2 KQMQ-AF  2 KPOI-F   2 KIKI-F   2 KQMQ-AF
3 KSSK-F   3 KSSK-F   3 KRTR-F   3 KSSK-F   3 KUMU-AF             3 KPOI-F   3 KPOI-F   3 KHFX-F>  3 KPOI-F   3 KUMU-AF
4 KRTR-F   4 KRTR-F>  4 KSSK  >  4 KUMU-AF  4 KRTR-F              4 KSSK-F   4 KHFX-F   4 KSSK-F   4 KHFX-F<    KHFX-F
  KPOI-F>  5 KSSK     5 KIKI-F     KIKI-F   5 KSSK-F              5 KRTR-F   5 KSSK-F     KRTR-F   5 KSSK     5 KPOI-F
6 KDEO-F>  6            KCCN     6 KSSK     6                       KHFX-F   6 KRTR-F   6 KHHH-F   6 KSSK-F     KHHH-F
7 KSSK     7          7 KHHH-F   7          7                     7          7          7            KRTR-F   7 KRTR-F
                                                                                                   8 KUMU-AF    KCCN
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FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	17 (1)	244 (2)	261 (3)	24.2	27.5
AOR/CLASSIC		109 (2)	109 (2)	10.1	7.2
AC/OLDIES/SOFT ROCK	36 (1)	162 (2)	198 (3)	18.4	20.3
MOR/VARIETY	113 (1)		113 (1)	10.5	11.4
COUNTRY	17 (1)	28 (1)	45 (2)	4.2	1.5
BLACK/URBAN					
BEAUTIFUL/EASY	26 (1)	98 (1)	124 (2)	11.5	12.1
NEWS/TALK	75 (2)		75 (2)	7.0	8.2
NOSTALGIA					
RELIGION/GOSPEL	5 (1)	14 (1)	19 (2)	1.8	2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		49 (1)	49 (1)	4.5	2.7
UNKNOWN/OTHERS	84 (5)		84 (5)	7.8	7.1
	373 (13)	704 (10)	1077 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAIM	870	Honolulu	0.4/1.7/
KAIM-F	95.5	Honolulu	1.2/3.1/
KNDI	1270	Honolulu	0.8/2.6/
KOHO	1170	Honolulu	0.5/1.8/
KWAI	1080	Honolulu	0.7/1.2/
KZOO	1210	Honolulu	0.9/1.3/

RADIO STATIONS

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KCCN, 1420,  5 KW                 , ETHNIC                  , $  25.00 (Roslin)
KDEO,  940, 10 KW                 , COUNTRY             MBS, $  21.00 (K & P)
KGU ,  760, 10 KW                 , TALK         CBS, ABC T, $  20.00 (Banner)
KHVH,  990,  5 KW                 , NEWS/TALK    NBC, ABC I, $  28.00 (HNWH)
KIKI,  830, 10 KW                 , OLDIES                  , $  24.00 (Christal)     Henry
KSSK,  590,  5 KW                 , MOR/AC                  , $  90.00 (Eastman)      Heftel

KAIM-F,  95.5, 100 KW @  421, RELIGION                      , $  10.00 (---)
KDEO-F, 102.7, 100 KW @ 1580, COUNTRY (?)               MBS, $  23.00 (K & P)
KHHH-F,  98.5, 100 KW @  280, JAZZ/NAC                  SMN, $  24.00 (HNWH)
KIKI-F,  93.9, 100 KW @  421, CHR                           , $  37.00 (Christal)     Henry
KHFX-F, 105.1, 100 KW @ 1775, CLASSIC ROCK                  , $   N/A  (---)

KPOI-F,  97.5,  83 KW @   46, AOR                           , $  44.00 (Republic)
KQMQ-F,  93.1,  54 KW @ -119, CHR                           , $  61.00 (Christal)
KRTR-F,  96.3,  75 KW @ 2120, AC                            , $  33.00 (Republic)
KUMU-F,  94.7, 100 KW @  500, BTFL/EZ                       , $  45.00 (Banner)
KSSK-F,  92.3, 100 KW @ 1685, AC                            , $  30.00 (Eastman)
```

MISCELLANEOUS COMMENTS: KIOV changes to KHFX and format to AOR (Aug)...KXPW changes to KSSK-F and format from CHR to AC (A)
KSSK A/F sold by Heftel for $6,800,000.

HOUSTON

Arbitron Rank/Pop (12+): 10/2,930,100

MSA Rank/Pop: 8/3,630,000
ADI # 11
Average Person Ratings: 17.5
Market TSL: 22.75 hours

Stations: 31/31
Diaries: 2195/1335:1/51.2%
Sample Target: 2110
% Below Line: 0.0
% Not Listed: 11.5

1989 Revenue: $118,000,000
MH Inc.: $30,639
Retail $: 28.1 Bil
Pop per Station: 94,519
#1 Biller: KIKK-AF $12,900,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F (B)	415/ 8.1	8.6	9.1	8.8	9.8	8.7	427/4368	4130/14.1	14.4	14.7	105	8.7	489	5416	KMJQ-F
2. KILT-F (C)	372/ 7.3	7.5	8.2	6.4	4.6	7.3	417/5974	5152/17.6	18.3	13.2	115	7.0	397	4225	KILT-F
3. KIKK-F (C)	363/ 7.1	6.9	6.5	8.8	6.8	7.3	402/5830	5178/17.7	17.2	16.4	100	8.8	495	5479	KIKK-F
4. KLTR-F (AC)	320/ 6.2	5.5	4.2	3.7	3.8	4.9	325/4294	4120/14.1	12.2	12.0	126	3.3	185	2192	KLTR-F
5. KKBQ-AF (CHR)	314/ 6.2	6.7	6.6	6.5	7.5	6.5	326/6259	5921/20.2	21.5	21.8	79	6.4	359	6683	KKBQ-AF
6. KLOL-F (AOR)	297/ 5.8	5.0	7.0	4.3	5.2	5.5	348/4861	4206/14.4	16.6	13.2	105	7.9	445	4648	KLOL-F
7. KODA-F (EZ)	285/ 5.6	5.0	5.9	5.3	6.1	5.4	301/4644	4265/14.6	13.1	15.2	100	4.1	229	3124	KODA-F
8. KTRH (N/T)	255/ 5.0	5.9	5.8	6.0	5.7	5.7	295/5346	4629/15.8	17.8	17.9	70	4.3	241	3524	KTRH
9. KZFX-F (AOR)	179/ 3.5	3.5	3.3	4.3	3.7	3.7	189/3166	2867/ 9.8	10.1	10.4	129	4.8	271	3286	KZFX-F
KRBE-F (CHR)	179/ 3.5	4.6	5.5	5.8	6.0	4.8	197/5730	4999/17.1	19.3	19.6	69	5.3	300	5792	KRBE-F
11. KLDE-F (O)	178/ 3.5	3.2	2.9	2.9	2.5	3.1	201/3519	3293/11.2	11.2	8.7	143	2.8	160	2375	KLDE-F
12. KQUE-F (BB)	166/ 3.2	3.7	3.8	4.8	3.4	3.9	168/2344	2278/ 7.8	7.5	7.7	78	2.8	159	2036	KQUE-F
13. KPRC (T)	145/ 2.8	3.2	2.3	2.8	4.0	2.8	154/3014	2882/ 9.8	7.0	10.5	75	2.4	137	2110	KPRC
14. KNRJ-F (CHR)	132/ 2.6	3.3	3.2	2.5	3.8	2.9	142/3256	2986/10.2	11.3	10.4	46	5.3	297	3649	KNRJ-F
15. KFMK-F (O)	115/ 2.2	3.5	3.6	2.8	4.3	3.0	149/2883	2560/ 8.7	10.2	9.5	145	3.0	170	2183	KFMK-F
16. KHYS-F (B)	112/ 2.2	1.4	1.3	1.2	1.0	1.5	183/2736	2234/ 7.6	4.5	2.5	45	3.7	206	3698	KHYS-F
17. KLAT (SP)	87/ 1.7	1.0	0.8	1.8	1.3	1.3	88/1341	1312/ 4.5	2.5	2.6	112	1.6	88	892	KLAT
18. KXYZ (SP)	76/ 1.5	1.1	1.5	1.0	1.3	1.3	76/1057	1057/ 3.6	3.4	2.6	133	1.2	67	951	KXYZ
19. KQQK-F (SP)	69/ 1.3	0.6	0.4	0.5	0.4	0.7	71/832	774/ 2.6	1.8	1.8	92	1.2	70	717	KQQK-F
KHCB-F (REL)	69/ 1.3	1.0	1.2	0.8	1.0	1.1	74/939	878/ 3.0	3.1	3.3	92	1.5	83	677	KHCB-F
21. KEYH (SP)	67/ 1.3	0.3	0.6	0.7	1.1	0.7	70/6[illegible]	650/ 2.2	1.2	1.5	154	0.5	30	323	KEYH
22. KWWJ (REL)	57/ 1.1	0.4	0.7	0.5	----	0.7	57/707	707/ 2.4	2.0	0.0	82				KWWJ
23. KLVL (SP)	54/ 1.1	0.3	----	0.6	0.3	0.5	54/565	565/ 1.9	0.0	0.9	109	0.4	25	517	KLVL
24. KYOK (B)	50/ 1.0	1.0	1.2	1.4	1.1	1.1	50/965	965/ 3.3	3.4	3.4	120	0.7	42	648	KYOK
25.															

12+ FM SHARE (METRO): 78.73% (3568 of 4532) (FAL 88: 79.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKBQ-AF>	1 KMJQ-F	1 KMJQ-F	1 KMJQ-F	1 KMJQ-F<	1 KTRH	1 KILT-F	1 KLTR-F	1 KMJQ-F	1 KMJQ-F>>	1 KTRH
2 KMJQ-F	2 KLOL-F	2 KLTR-F<	2 KILT-F<	2 KILT-F	2 KILT-F<	2 KMJQ-F	2 KODA-F	2 KILT-F<	2 KKBQ-AF	2 KILT-F
3 KNRJ-F<	3 KLTR-F	3 KILT-F<	3 KLTR-F	3 KLTR-F	3 KIKK-F	3 KTRH <	3 KIKK-F	3 KIKK-F	3 KIKK-F	3 KIKK-F
4 KRBE-F	4 KKBQ-AF	4 KLOL-F	4 KIKK-F	4 KIKK-F	4 KODA-F>	4 KIKK-F<	4 KILT-F<	4 KLTR-F	4 KHYS-F	4 KMJQ-F
5 KHYS-F	5 KZFX-F	5 KIKK-F	5 KLOL-F	5 KLOL-F	5 KQUE-F	5 KLOL-F	5 KMJQ-F	5 KKBQ-AF<	5 KNRJ-F	5 KPRC
6	KILT-F	6 KKBQ-AF	6 KKBQ-AF<	6 KODA-F	6 KLTR-F	6 KKBQ-AF	6 KLOL-F	6 KLOL-F	KILT-F	6 KLOL-F
7	7 KIKK-F	7 KZFX-F	7 KLDE-F<	7 KLDE-F	7	7 KLTR-F	7 KTRH	7 KODA-F	7 KLOL-F	7 KODA-F
8	8	8	8 KZFX-F	KKBQ-AF	8	8	8 KKBQ-AF	8	8 KTRH	8 KLTR-F<
9	9	9	KODA-F	9	9	9	9	9	KRBE-F	9
10	10	10	10	10	10	10	10	10	10	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KLTR-F	1 KLTR-F	1 KLTR-F	1 KLTR-F	1 KLTR-F
2 KRBE-F	2 KMJQ-F>	2 KMJQ-F>	2 KILT-F	2 KILT-F
KNRJ-F	3 KKBQ-AF	3 KKBQ-AF	3 KMJQ-F	3 KMJQ-F<
4 KMJQ-F	4 KILT-F<	4 KZFX-F	4 KIKK-F	4 KIKK-F
5 KILT-F	5 KIKK-F	5 KILT-F<	5 KKBQ-AF	5 KODA-F
KIKK-F<	6 KZFX-F<	6 KIKK-F	6 KODA-F	6 KKBQ-AF
7 KKBQ-AF	7 KRBE-F	7 KODA-F<	7 KRBE-F	7
8	8 KODA-F	8	8	8
	9	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOL-F>	1 KLOL-F	1 KLOL-F	1 KLOL-F	1 KMJQ-F
2 KMJQ-F	2 KMJQ-F>	2 KMJQ-F>	2 KMJQ-F	2 KLOL-F
3 KKBQ-AF	3 KZFX-F	3 KZFX-F	3 KILT-F	3 KILT-F
4 KIKK-F	4 KKBQ-AF<	4 KILT-F	4 KIKK-F	4 KIKK-F
5 KZFX-F	5 KILT-F	5 KKBQ-AF	5 KZFX-F	5 KLDE-F<
6 KILT-F	6 KIKK-F>	6 KIKK-F	6 KKBQ-AF	6 KZFX-F
7 KRBE-F	7 KLTR-F	7 KLTR-F	7 KLTR-F	7 KTRH
8	8 KRBE-F	8 KLDE-F	KLDE-F	KLTR-F
9	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	18 (1)	607 (3)	625 (4)	13.8	15.1
AOR/CLASSIC	23 (1)	476 (2)	499 (3)	11.0	13.9
AC/OLDIES/SOFT ROCK	15 (1)	613 (3)	628 (4)	13.9	18.8
MOR/VARIETY					
COUNTRY	69 (2)	735 (2)	804 (4)	17.7	4.4
BLACK/URBAN	98 (2)	527 (2)	625 (4)	13.8	6.1
BEAUTIFUL/EASY		285 (1)	285 (1)	6.3	5.1
NEWS/TALK	400 (2)		400 (2)	8.8	15.0
NOSTALGIA		166 (1)	166 (1)	3.7	2.3
RELIGION/GOSPEL	57 (1)	90 (2)	147 (3)	3.2	0.6
SPANISH	284 (4)	69 (1)	353 (5)	7.8	10.9
CLASSICAL					1.8
JAZZ/NEW AGE					4.8
UNKNOWN/OTHERS					1.2
	964 (14)	3568 (17)	4532 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCOH	1430	Houston	0.9/2.8/ 48/ 834
KIKK	650	Pasadena	0.7/1.7/ 39/ 535
KILT	610	Houston	0.7/4.1/ 39/1329
KJOJ-F	106.9	Conroe	0.4/1.2/ 24/ 390
KKZR	1070	Houston	0.4/1.1/ 23/ 340
KNUZ	1230	Houston	0.3/1.5/ 15/ 466

AM STATIONS

KCOH, 1430, 1 KW (DAYS), BLACK SBN, NBN, $ 48.00 (Roslin)
KEYH, 850, 10 KW (DAYS, DA), HISPANIC, $ 49.00 (Caballero)
KIKK, 650, 250 W (DAYS), COUNTRY, $ N/A (Torbet) Viacom
KILT, 610, 5 KW (DA-2), COUNTRY OLDIES, $ N/A (Banner) Legacy
KKZR, 1070, 10 KW/5 KW (DA-2), AOR SMN, $ 36.00 (Durpetti) Susquehanna

KLAT, 1010, 5 KW (DA-2), HISPANIC, $ 75.00 (Katz Hisp.)
KPRC, 950, 5 KW (DA-N), TALK CBS, $ 90.00 (Eastman)
KTRH, 740, 50 KW (DA-1), NEWS/TALK ABC I, MBS, $ 168.00 (CBS) Rusk
KXYZ, 1320, 5 KW (DA-N), HISPANIC, $ 64.00 (Caballero) Infinity
KYOK, 1590, 5 KW (DA-N), BLACK SMN, ABC C, $ 54.00 (Christal) Noble

FM STATIONS

KFMK, 97.9, 95 KW @ 1900, AC, $ 190.00 (Katz) Cook Inlet
KHCB, 105.7, 100 KW @ 1594, RELIGION, $ 30.00 (---)
KIKK, 95.7, 95 KW @ 1895, COUNTRY, $ 215.00 (Torbet) Viacom
KILT, 100.3, 95 KW @ 1895, COUNTRY, $ 195.00 (Banner) Legacy
KKBQ, 92.9, 97 KW @ 1895, CHR ABC F, $ 174.00 (Mc-Guild) Gannett
KNRJ, 96.5, 97 KW @ 1895, CHR/URBAN, $ 125.00 (HNWH) Nationwide (P)
KLDE, 94.5, 95 KW @ 1895, OLDIES US 1, $ 100.00 (Durpetti) Entercom
KLOL, 101.1, 95 KW @ 1895, AOR SOURCE, $ 167.00 (CBS) Rusk

KLTR, 93.7, 100 KW @ 1700, AC RADRAD, $ 100.00 (CBS) CBS
KMJQ, 102.1, 100 KW @ 1700, BLACK, $ 204.00 (Christal) Noble
KODA, 99.1, 95 KW @ 1895, EZ, $ 184.00 (Group W) Westinghouse
KQUE, 102.9, 100 KW @ 959, NOSTALGIA ABC E, $ 90.00 (Eastman)
KRBE, 104.1, 95 KW @ 1895, CHR, $ 170.00 (Durpetti) Susquehanna
KZFX, 107.5, 95 KW @ 1947, CLASSIC AOR, $ 150.00 (Republic) Shamrock

KJOJ, 106.9, 90 KW @ 1446, RELIGION UPI, $ 23.00 (---) Ragan Henry (P) (CONROE)

KHYS -- See Beaumont

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KTRH sold by Rusk to Jacor for $31,000,000 (E)...KLOL-F sold by Rusk to Jacor for $39,000,000 (E) (MVP/Americom)...KNRJ-F sold by Emmis to Nationwide for $30,000,000 (Morgan Stanley)...KODA-F: From Command to Evergreen for $28,000,000

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 132/269,900
MSA Rank/Pop: 147/329,000
ADI # 51 (w/Charleston)
Average Person Ratings: 14.6
Market TSL: 20.00 hours

Stations: 14/11
Diaries: 764/353:1/56.9%
Sample Target: 680
% Below Line: 8.1
% Not Listed: 15.0

1989 Revenue: $6,300,000
HH Inc.: $21,319
Retail $: 2.2 Bil
Pop per Station: 24,536
#1 Biller: WTCR-AF $2,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTCR-AF (C)	117/29.8	29.6	30.3	31.7	33.1	----	160/1716	1195/44.3	46.7	52.8	121	30.3	132	1382	WTCR-AF
2. WKEE-F (CHR)	89/22.6	18.7	18.2	27.1	22.7	----	160/1676	1061/39.3	34.4	37.8	69	27.6	120	1054	WKEE-F
3. WRVC-F (AC)	52/13.2	12.0	9.2	6.5	8.8	----	84/1163	567/22.1	23.9	21.0	145	8.5	37	475	WRVC-F
4. WKLC-F (AOR)	23/ 5.9	5.8	4.7	5.3	7.0	----	42/795	319/11.8	14.2	12.7	68	10.1	44	579	WKLC-F
5. WEMM-F (REL)	11/ 2.8	4.6	6.3	3.5	4.5	----	24/446	280/10.4	10.1	10.0	32	5.5	24	420	WEMM-F
6. WAEZ-F (J/NA)	10/ 2.5	4.4	3.6	3.9	1.3	----	13/220	160/ 5.9	6.6	5.6	52	0.9	4	92	WAEZ-F
7. WLGC-F (MOR)	8/ 2.0	0.7	1.7	0.9	0.8	----	11/219	130/ 4.8	3.0	4.9	155	1.6	7	136	WLGC-F
8. WPAY-F (C)	7/ 1.8	2.3	3.3	2.1	2.1	----	50/715	189/ 7.0	6.5	9.3	222	2.1	9	152	WPAY-F
WKEE (O)	7/ 1.8	3.2	1.7	2.5	2.7	----	7/183	154/ 5.7	7.6	8.4	100	3.0	13	143	WKEE

12+ FM SHARE (METRO): 92.81% (310 of 334) (FAL 88: 89.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKEE-F	1 WKEE-F	1 WTCR-AF>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF	1 WTCR-AF>>	1 WTCR-AF	1 WKEE-F	1 WTCR-F>
2	2 WTCR-AF>	2 WKEE-F	2 WRVC-F	2 WRVC-F	2 WRVC-F>	2 WKEE-F>	2 WKEE-F<	2 WKEE-F>>	2 WTCR-AF>>	2 WPAY-F<
3	3 WRVC-F>	3 WRVC-F>>	3 WKEE-F>>	3 WKEE-F>	3 WKEE-F>	3 WRVC-F>>	3 WRVC-F>>	3 WRVC-F>>	3 WRVC-F	3 WRVC-F
4	4 WKLC-F>	4 WKLC-F	4	4	4 WEMM-F	4 WKLC-F	4 WKLC-F	4 WKLC-F	WKLC-F	4 WKEE-F>
5	5	5	5		5 WAEZ-F	5	5 WAEZ-F	5 WAEZ-F	5 WEMM-F	5 WKLC-F>
6	6	6	6	6	6	6	6	6 WEMM-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKEE-F>>	1 WTCR-AF	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WKEE-F>>	1 WKEE-F>>	1 WTCR-AF	1 WTCR-AF	1 WTCR-AF>>
2 WTCR-AF	2 WKEE-F	2 WRVC-F>	2 WRVC-F	2 WRVC-F>	2 WKLC-F>>	2 WTCR-AF>	WKEE-F>>	2 WKEE-F>>	2 WKEE-F
WRVC-F	3 WRVC-F>>	3 WKEE-F>>	3 WKEE-F	3 WKEE-F	3 WTCR-AF>>	3 WKLC-F>	3 WRVC-F>	3 WRVC-F>	3 WRVC-F
4 WKLC-F>>	4	4 WKLC-F	4	4	4 WRVC-F	4 WRVC-F	4 WKLC-F>	4 WKLC-F	4
5 WEMM-F	5	WLGC-F>>	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		89 (1)	89 (1)	26.6	21.6
AOR/CLASSIC		23 (1)	23 (1)	6.9	5.4
AC/OLDIES/SOFT ROCK	13 (3)	52 (1)	65 (4)	19.5	13.7
MOR/VARIETY		8 (1)	8 (1)	2.4	1.4
COUNTRY	11 (2)	117 (3)	128 (5)	38.3	42.6
BLACK/URBAN					
BEAUTIFUL/EASY					5.8
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL		11 (1)	11 (1)	3.3	8.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		10 (1)	10 (1)	3.0	
UNKNOWN/OTHERS					0.8
	24 (5)	310 (9)	334 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGOH	1370	Grayson	0.5/2.8/ 2/ 76
WIRO	1230	Ironton	0.8/4.6/ 3/ 124
WRVC	930	Huntington	0.8/4.5/ 3/ 151
WQBE-F	97.5	Charleston	0.5/3.2/ 43/ 713

RADIO STATIONS

WKEE, 800, 5 KW/185 W (DA-2) , OLDIES CBS, $ 15.00 (Katz)
WTCR, 1420, 5 KW/500 W (DA-N) , SEE WTCR-F
WRVC, 930, 5 KW/1 KW , AC ABC F, $ 11.00 (Banner)

WAEZ-F, 106.3, 300 W @ 981, JAZZ/NAC US 2, MBS, $ 10.00 (---) (MILTON)
WEMM-F, 107.9, 50 KW @ 500, RELIGION , $ 16.00 (---) Mortenson
WKEE-F, 100.5, 53 KW @ 560, CHR ABC C, $ 41.00 (Katz)
WRVC-F, 93.7, 100 KW @ 741, AC ABC F, $ 28.00 (Banner)
WTCR-F, 103.3, 50 KW @ 500, COUNTRY ABC I, $ 48.00 (Katz) CRB

WPAY-F, 104.1, 100 KW @ 840, COUNTRY US 2, $ 12.00 (Regional) (PORTSMOUTH, OH)

MISCELLANEOUS COMMENTS: WAEZ reclassified as NAC...

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/331,300
MSA Rank/Pop: 132(e) 350,000
ADI # 82 (w/Decatur)
Average Person Ratings: 17.7
Market TSL: 23.75 hours

Stations: 18/14
Diaries: 809/409:1/60.2%
Sample Target: 720
% Below Line: 8.9
% Not Listed: 10.9

1989 Revenue: $9,200,000
HH Inc.: $26,600
Retail $: 2.3 Bil
Pop per Station: 23,664
#1 Biller: WDRM A/F $2,400,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDRM-AF	(C)	130/22.1	22.4	12.6	16.9	----	----	234/2038	1127/34.0	28.8	24.6	119	19.3	102	1253	WDRM-AF
2. WZYP-F	(CHR)	105/17.9	19.3	23.3	21.7	----	----	154/2129	1332/40.2	34.7	41.5	75	23.5	124	1511	WZYP-F
3. WRSA-F	(EZ)	65/11.1	6.8	9.3	8.8	----	----	89/958	609/18.4	12.9	17.5	92	5.5	29	438	WRSA-F
4. WENN-F	(B)	41/ 7.0	5.6	7.1	8.1	----	----	45/368	314/ 9.5	11.1	12.9	77	11.6	61	831	WENN-F
5. WKQD-F	(AC)	37/ 6.3	3.5	1.6	----	----	----	51/812	573/17.3	11.3	3.6	86	4.2	22	503	WKQD-F
6. WTAK	(AOR)	27/ 4.6	3.7	5.9	6.7	----	----	34/195	175/ 5.3	4.7	7.9	130	5.1	27	312	WTAK
7. WBHP	(C)	26/ 4.4	4.9	5.1	7.5	----	----	26/361	344/10.4	10.4	9.5	102	5.7	30	382	WBHP
8. WAHR-F	(AC)	24/ 4.1	9.1	5.9	5.2	----	----	27/539	406/12.3	17.0	13.4	146	2.7	14	478	WAHR-F
9. WDKT	(B)	17/ 2.9	2.7	6.1	3.8	----	----	17/179	179/ 5.4	7.0	10.0	114	4.2	22	430	WDKT
10. WEUP	(B)	12/ 2.0	3.9	2.6	4.0	----	----	12/216	216/ 6.5	8.7	7.6	105	1.5	8	143	WEUP
11. WNDA-F	(REL)	10/ 1.7	0.8	1.4	2.1	----	----	18/295	204/ 6.2	5.1	4.5	106	2.1	11	185	WNDA-F
12.																

12+ FM SHARE (METRO): 80.88% (423 of 523) (FAL 88: 72.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WZYP-F>	1 WDRM-AF	1 WDRM-AF>>	1 WDRM-AF>>	1 WDRM-AF>	1 WDRM-AF>	1 WDRM-AF>>	1 WDRM-AF	1 WZYP-F	1 WDRM-F
2 WENN-F	2 WDRM-AF>	2 WZYP-F>>	2 WZYP-F	2 WRSA-F	2 WRSA-F>>	2 WZYP-F>	2 WRSA-F<	2 WZYP-F>	2 WDRM-AF<	2 WZYP-F>
3 WKQD-F	3 WKQD-F	3 WENN-F	3 WRSA-F>	3 WZYP-F	3 WZYP-F	3 WRSA-F	3 WZYP-F>>	3 WRSA-F	3 WENN-F>	3 WRSA-F
4	4 WENN-F>	WRSA-F<	4 WTAK	4 WBHP	4 WBHP	4 WBHP	4	4 WKQD-F	4 WKQD-F	4 WDKT
5	5 WTAK	5 WKQD-F	5		5	5	5	5	5 WRSA-F	WAHR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDRM-AF>>	1 WZYP-F	1 WDRM-AF>>	1 WDRM-AF	1 WDRM-AF>>	1 WZYP-F>>	1 WZYP-F>>	1 WDRM-AF>>	1 WDRM-AF	1 WDRM-AF>>
2 WZYP-F>>	2 WDRM-AF>	2 WZYP-F>	2 WZYP-F>	2 WZYP-F>	2 WENN-F>	2 WDRM-AF	2 WZYP-F	2 WZYP-F>	2 WZYP-F
3 WKQD-F>	3 WKQD-F>	3 WKQD-F>	3 WRSA-F>	WRSA-F	3 WKQD-F	3 WENN-F	3 WTAK >	3 WENN-F<	3 WTAK >
4 WENN-F>	4 WENN-F	4 WENN-F	4 WKQD-F	4	4 WDRM-AF>	4 WTAK	4 WKQD-F	4 WTAK	4 WENN-F
5 WNDA-F>	5 WRSA-F	WDKT	5 WENN-F	5	5 WTAK >>	WKQD-F	5 WENN-F	5 WKQD-F	WKQD-F
6	6	WAHR-F>	WAHR-F	6	6 WDKT	6	6	6	WBHP

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		107 (2)	107 (2)	20.5	28.1
AOR/CLASSIC	27 (1)	2 (1)	29 (2)	5.5	8.6
AC/OLDIES/SOFT ROCK		68 (3)	68 (3)	13.0	7.7
MOR/VARIETY					
COUNTRY	26 (1)	130 (1)	156 (2)	29.8	28.1
BLACK/URBAN	29 (2)	41 (1)	70 (3)	13.4	11.1
BEAUTIFUL/EASY		65 (1)	65 (1)	12.4	10.7
NEWS/TALK	7 (1)		7 (1)	1.3	
NOSTALGIA	4 (1)		4 (1)	0.8	1.1
RELIGION/GOSPEL		10 (1)	10 (1)	1.9	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	7 (3)		7 (3)	1.3	2.9
	100 (9)	423 (10)	523 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAJF	1490	Decatur	0.5/2.1/ 3/ 71
WFIX	1450	Huntsville	0.7/1.8/ 4/ 58
WKAC	1080	Athens	0.7/1.4/ 4/ 57
WVNN	770	Athens/Hntsvile	1.2/4.9/ 9/ 201
WAPI-F	94.5	Birmingham	0.3/2.2/ 23/ 428
WKDF-F	103.3	Nashville	0.3/1.2/ 31/ 351
WQLT-F	107.3	Florence/MusSho	1.2/5.3/ 36/ 859

RADIO STATIONS

WBHP, 1230, 1 KW , COUNTRY	ABC I,	$ 30.00 (Katz)	
WDKT, 1360, 1 KW/128 W , COUNTRY	,	$ 13.00 (---)	
WEUP, 1600, 5 KW/500 W (DA-N) , BLACK	SBN,	$ 12.00 (---)	
WTAK, 1000, 10 KW (DAYS, DA) , AOR	ABC R,	$ 15.00 (---)	
WAHR-F, 99.1, 100 KW @ 540, AC	NBC,	$ 30.00 (Torbet)	
WDRM-F, 102.1, 100 KW @ 727, COUNTRY	,	$ 50.00 (HNWH)	(DECATUR)
WKQD-F, 93.3, 100 KW @ 990, AC	,	$ 16.00 (---)	(TULLAHOMA, TN)
WRSA-F, 96.9, 100 KW @ 830, BTFL/EZ	CBS,	$ 20.00 (---)	
WZYP-F, 104.3, 100 KW @ 1118, CHR	ABC C,	$ 50.00 (Christal)	(ATHENS)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,021,600

MSA Rank/Pop: 40/1,250,000
ADI # 25
Average Person Ratings: 17.8
Market TSL: 23.15 hours

Stations: 19/18
Diaries: 1609/635:1/56.9%
Sample Target: 1500
% Below Line: 0.3
% Not Listed: 7.3

1989 Revenue: $48,200,000
HH Inc.: $30,375
Retail $: 10.2 Bil
Pop per Station: 56,755
#1 Biller: WFBQ-F $9,000,000

12+ METRO			1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WIBC	(MOR)	288/15.8	11.7	12.4	11.1	14.3	12.8	310/3275	2723/26.7	23.5	24.0	69	9.5	178	2113	WIBC
2.	WFBQ-F	(AOR)	279/15.3	14.4	15.6	14.9	14.5	15.1	454/5399	2828/27.7	27.1	26.4	101	22.1	415	3613	WFBQ-F
3.	WFMS-F	(C)	223/12.3	12.1	11.3	12.3	9.0	12.0	311/3249	2147/21.0	19.6	18.7	117	10.7	202	2041	WFMS-F
4.	WZPL-F	(CHR)	177/ 9.7	10.0	9.7	8.8	9.2	9.6	228/3464	2398/23.5	27.3	23.4	76	13.9	261	2515	WZPL-F
5.	WTLC-F	(B)	142/ 7.8	8.1	6.9	6.8	6.3	7.4	145/1343	1263/12.4	12.4	13.7	101	7.2	135	1963	WTLC-F
6.	WKLR-F	(AC)	128/ 7.0	6.0	8.5	8.0	6.9	7.4	179/2946	1855/18.2	19.4	17.0	159	6.2	117	1525	WKLR-F
7.	WENS-F	(AC)	102/ 5.6	6.9	7.3	6.6	7.1	6.6	134/2624	1875/18.4	19.3	19.6	120	7.2	135	1755	WENS-F
8.	WTPI-F	(AC)	101/ 5.6	4.1	3.3	3.9	4.6	4.2	117/1669	1335/13.1	8.9	11.2	129	3.5	65	1115	WTPI-F
9.	WTUX	(BB)	50/ 2.8	3.1	2.9	3.2	3.2	3.0	57/705	630/ 6.2	5.4	7.0	18	2.7	50	634	WTUX
10.	WPZZ-F	(B)	39/ 2.1	3.5	2.0	1.9	2.2	2.4	39/592	592/ 5.8	5.3	5.7	81	2.8	52	1155	WPZZ-F
11.	WMJC-F	(AC)	38/ 2.1	4.6	6.4	8.6	9.1	5.4	52/1263	854/ 8.4	14.6	17.0	105	1.9	35	736	WMJC-F
12.	WTTS-F	(CHR)	25/ 1.4	1.1	1.0	1.0	0.5	1.1	63/1308	538/ 5.3	5.9	3.9	143	1.1	20	545	WTTS-F
13.	WNDE	(N/T)	19/ 1.0	0.5	0.8	0.3	0.6	0.6	22/609	470/ 4.6	3.7	4.1	120	0.9	17	301	WNDE
14.	WGRT	(REL)	18/ 1.0	2.1	0.9	0.9	0.5	1.2	18/201	201/ 2.0	1.6	0.9	90				WGRT
15.	WXTZ	(EZ)	17/ 0.9	1.8	1.5	1.0	1.6	1.3	19/638	556/ 5.4	4.4	6.1	78	0.7	13	460	WXTZ
16.	WSYW-F	(CL)	16/ 0.9	0.4	0.8	1.0	----	[illegible]	16/301	292/ 2.9	2.1	[illegible]	89	0.5	9	204	WSYW-F
17.																	
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 76.38% (1287 of 1685) (FAL 88: 76.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F<	1 WIBC >	1 WFBQ-F<	1 WFBQ-F	1 WFBQ-F	1 WZPL-F	1 WIBC >>
2 WTLC-F>	2 WZPL-F	2 WFMS-F	2 WKLR-F<	2 WFMS-F	2 WFMS-F>>	2 WIBC >	2 WIBC	2 WIBC	2 WIBC <	2 WFBQ-F
3 WFBQ-F	3 WTLC-F	3 WZPL-F<	3 WFMS-F	3 WKLR-F<	3 WKLR-F<	3 WFMS-F>	3 WFMS-F>	3 WFMS-F	3 WTLC-F	3 WTLC-F
4 WENS-F	4 WFMS-F	4 WKLR-F	4 WIBC	4 WIBC >	4 WTPI-F	4 WZPL-F	4 WKLR-F<	4 WZPL-F	4 WFBQ-F>	WFMS-F>>
5 WPZZ-F	5 WENS-F	5 WTLC-F	5 WTLC-F	5 WTLC-F	5 WTLC-F	5 WTLC-F	5 WZPL-F	5 WKLR-F<	5 WFMS-F	5 WZPL-F
6	6 WKLR-F>	6 WENS-F	6 WZPL-F	6 WZPL-F<	6 WFBQ-F	6 WKLR-F	6 WTPI-F	6 WTLC-F>	6 WPZZ-F	6 WTPI-F
7	7 WIBC	7 WTPI-F	7 WTPI-F	7 WTPI-F	7 WTUX	7 WENS-F<	7 WENS-F<	7 WTPI-F<	7 WENS-F	7 WKLR-F<
8	8	8	WENS-F	8 WENS-F>>	8	8 WTPI-F	8 WTLC-F	8 WENS-F	8	8 WENS-F
										9 WCBK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WFMS-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WZPL-F>	2 WZPL-F	2 WENS-F	2 WZPL-F<	2 WIBC	2 WZPL-F>>	2 WZPL-F	2 WTLC-F	2 WFMS-F<	2 WFMS-F
3 WTLC-F	3 WENS-F	3 WZPL-F	3 WFMS-F	3 WKLR-F	3 WFMS-F>	3 WTLC-F	3 WFMS-F	3 WKLR-F	3 WKLR-F
WENS-F	4 WTLC-F	4 WKLR-F<	4 WENS-F	WENS-F	4 WTLC-F	4 WFMS-F>	4 WKLR-F>	4 WZPL-F<	4 WIBC
5 WFMS-F>>	5 WFMS-F	5 WTLC-F	5 WKLR-F	5 WTPI-F<	WPZZ-F	5 WKLR-F	5 WZPL-F	5 WTLC-F>	5 WTLC-F>
6 WMJC-F	6 WKLR-F	6 WTPI-F	WIBC	6 WFBQ-F	6	6	6 WTTS-F	6 WIBC >	6 WZPL-F
7	7 WTPI-F	7 WIBC	7 WTLC-F	7 WZPL-F	7	7	WIBC >	7 WTPI-F	7 WTPI-F
8	WIBC	8 WFMS-F	8 WTPI-F	8 WTLC-F	8	8	8 WENS-F	8	8
9	9	9 WPZZ-F	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		202 (2)	202 (2)	12.0	9.8
AOR/CLASSIC		279 (1)	279 (1)	16.6	15.6
AC/OLDIES/SOFT ROCK		369 (4)	369 (4)	21.9	21.2
MOR/VARIETY	294 (2)		294 (2)	17.4	15.7
COUNTRY		230 (2)	230 (2)	13.6	12.1
BLACK/URBAN		181 (2)	181 (2)	10.7	9.1
BEAUTIFUL/EASY	17 (1)		17 (1)	1.0	9.8
NEWS/TALK	19 (1)		19 (1)	1.1	
NOSTALGIA	50 (1)		50 (1)	3.0	3.4
RELIGION/GOSPEL	18 (1)	10 (1)	28 (2)	1.7	2.7
SPANISH					
CLASSICAL		16 (1)	16 (1)	0.9	
JAZZ/NEW AGE					
UNKNOWN/OTHERS					6.2
	398 (6)	1287 (13)	1685 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCBK-F	102.3	Mrtnsvl/Moorsvl	0.4/1.4/ 8/193
WMCB	1540	Mrtnsvl/Moorsvl	
WXIR-F	98.3	Plainfield/Indy	0.6/2.4/10/250
WLW	700	Cincinnati	0.3/1.4/32/597

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RADIO STATIONS

AM STATIONS

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WSYW,   810, 250 W (DAYS)       , CLASSICAL                , $  18.00 (---)          Universal
WIBC,  1070,  50 KW/10 KW (DA-2), MOR           NBC, TNLKNT, $ 140.00 (Durpetti)     Sconnix
WXTZ,  1430,   5 KW (DA-N)      , EZ                  ABC I, $  40.00 (Christal)     ML/WIN
WNDE,  1260,   5 KW (DA-N)      , TALK                 US 2, $  34.00 (Katz)         Great American
WTUX,  1310,   5 KW/1 KW (DA-2) , NOSTALGIA              CBS, $  43.00 (MMR)          Panache
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FM STATIONS

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WENS-F,  97.1,   23 KW @  739, AC                           , $ 107.00 (Mc-Guild)      Emmis
WFMS-F,  95.5,   13 KW @  990, COUNTRY                      , $ 116.00 (Eastman)       Susquehanna
WKLR-F,  93.1,   12 KW @ 1000, OLDIES                       , $ 100.00 (Durpetti)      Sconnix
WFBQ-F,  94.7,   52 KW @  850, AOR                   SOURCE, $ 163.00 (Katz)          Great American
WPZZ-F,  95.9,    3 KW @  300, GOSPEL              SBN, NBN, $  16.00 (Regional)      Willis    (FRANKLIN)

WSYW-F, 107.1,    1 KW @  500, CLASSICAL                UPI, $  25.00 (CMBS)          Universal  (DANVILLE)
WTLC-F, 105.7,   50 KW @  445, BLACK                       , $  70.00 (MMR)           Panache
WTPI-F, 107.9,   22 KW @  750, SOFT AC                 US 2, $  56.00 (Eastman)       Mystar
WXIR-F,  96.3,    3 KW @  296, RELIGION                    , $  15.00 (---)                   (PLAINFIELD)
WMJC-F, 103.3,   18 KW @  860, AC                     ABC E, $  80.00 (Christal)      ML/WIN
WZPL-F,  99.5,   13 KW @  900, CHR                      APR, $  90.00 (HNWH)          Booth
WTTS-F,  92.3,   37 KW @ 1091, CHR                         , $  30.00 (Republic)      Sarkes Tarzian
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CALL LETTER CHANGES

WXTZ-F changes to WMJC-F
WIRE changes to WXTZ
WGRT changes to WSYW

FORMAT CHANGES

WMJC-F changes from EZ to AC (Sept)...WXTZ changes from COUNTRY to EZ...WSYW changes from GOSPEL to CLASSICAL (Jan)... WPZZ-F changes from BLACK to GOSPEL (Jan)..

STATION SALES

WTPI-F sold by Somerset to Mystar for $12,000,000...

JACKSON

Arbitron Rank/Pop (12+): 113/324,600

MSA Rank/Pop: 118/405,000
ADI # 86
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 19/19
Diaries: 797/407:1/51.0%
Sample Target: 720
% Below Line: 0.0
% Not Listed: 20.1

1989 Revenue: $11,100,000
HH Inc.: $24,243
Retail $: 2.6 Bil
Pop per Station: 17,084
#1 Biller: WMSI-F $3,300,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJMI-F (B)	84/15.6	16.6	----	17.8	----	----	171/1644	856/26.4	29.0	---	74	20.3	119	1142	WJMI-F
2. WMSI-F (C)	73/13.6	15.7	----	14.2	----	----	226/2128	900/27.7	27.3	---	104	18.4	108	886	WMSI-F
3. WOAD (REL)	35/ 6.5	5.2	----	8.1	----	----	35/375	367/11.3	13.5	---	102	7.3	43	550	WOAD
4. WOHT-F (CHR)	33/ 6.1	4.3	----	5.9	----	----	54/1044	553/17.0	13.4	---	64	4.9	29	530	WOHT-F
WKXI (B)	33/ 6.1	5.5	----	5.4	----	----	35/550	534/16.5	16.8		118	4.8	28	421	WKXI
6. WTYX-F (CHR)	32/ 6.0	7.8	----	8.8	----	----	79/1238	589/18.1	21.9	---	77	7.3	43	921	WTYX-F
7. WMJW-F (AC)	25/ 4.7	5.4	----	2.2	----	----	41/625	409/12.6	12.3	---	147	7.3	43	577	WMJW-F
8. WLIN-F (EZ)	18/ 3.4	4.0	----	----	----	----	24/382	303/ 9.3	12.8	---	97	2.2	13	244	WLIN-F
9. WSTZ-F (AOR)	16/ 3.0	2.4	----	6.8	----	----	18/273	243/ 7.5	6.9	---	143	5.6	33	368	WSTZ-F
WJNT (N/T)	16/ 3.0	3.5	----	2.2	----	----	16/215	205/ 6.3	6.7	---	120	1.4	8	200	JNT
11. WSLI-F (AC)	14/ 2.6	4.0	----	7.5	----	----	27/650	350/10.8	12.9	---	115	3.9	23	416	WSLI-F
WJDX (MOR)	14/ 2.6	2.1	----	3.1	----	----	19/514	378/11.6	8.7	---	127	1.4	8	262	WJDX
13. WZRX (BB)	12/ 2.2	0.8	----	0.4	----	----	15/203	120/ 3.7	2.8	---	73	0.3	2	104	WZRX

12+ FM SHARE (METRO): 70.63% (303 of 429) (FAL 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F>>	1 WJMI-F>>	1 WJMI-F	1 WMSI-F	1 WMSI-F	1 WMSI-F>	1 WMSI-F<	1 WMSI-F	1 WJMI-F	1 WJMI-F>>	1 WMSI-F
2 WOHT-F	2 WMSI-F	2 WMSI-F>	2 WJMI-F>	2 WJMI-F>	2 WOAD >	2 WJMI-F>	2 WJMI-F>>	2 WMSI-F>	2 WMSI-F	2 WJMI-F>
3 WTYX-F>	3 WTYX-F	3 WTYX-F	3 WMJW-F	3 WKXI <	3 WKXI	3 WKXI	3 WOHT-F	3 WTYX-F	3 WOHT-F	3 WJNT
4 WMSI-F	4 WOHT-F>	WOHT-F	4 WKXI >	4 WMJW-F	4 WJNT	4 WOAD	4 WTYX-F<	4 WOHT-F	4 WTYX-F	4 WLIN-F
5	5 WKXI	WMJW-F	5 WTYX-F	5 WOAD	5 WMJW-F	5 WTYX-F	5 WKXI	5 WOAD	5 WKXI	WKXI
					WLIN-F					6 WTYX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMI-F>>	1 WJMI-F>>	1 WJMI-F>	1 WJMI-F>	1 WMSI-F	1 WJMI-F	1 WJMI-F>	1 WJMI-F>	1 WJMI-F	1 WMSI-F
2 WTYX-F	2 WOHT-F	2 WMSI-F	2 WMSI-F	2 WJMI-F>	2 WOHT-F>	2 WMSI-F>	2 WMSI-F>	2 WMSI-F>>	2 WJMI-F>
WOHT-F	3 WTYX-F	WKXI	3 WMJW-F	3 WKXI	3 WTYX-F	3 WTYX-F	3 WSTZ-F	3 WTYX-F	3 WMJW-F
4 WMJW-F>	4 WMSI-F	4 WOHT-F	4 WOHT-F	4 WOAD	WMSI-F>>	4 WOHT-F	4 WTYX-F>	4 WOHT-F	4 WKXI
5 WMSI-F	WMJW-F	5 WTYX-F	5 WTYX-F	5 WMJW-F	5 WHJT-F	5	5 WMJW-F	5 WSTZ-F	5 WOAD
WKXI	WKXI	WSLI-F	WKXI	6	6	6	WKXI	WMJW-F	WSTZ-F
		WMJW-F						WKXI	WJNT

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		65 (2)	65 (2)	15.2	
AOR/CLASSIC		16 (1)	16 (1)	3.7	
AC/OLDIES/SOFT ROCK		39 (2)	39 (2)	9.1	
MOR/VARIETY	14 (1)		14 (1)	3.3	
COUNTRY	9 (2)	76 (2)	85 (4)	19.8	
BLACK/URBAN	33 (1)	84 (1)	117 (2)	27.3	
BEAUTIFUL/EASY		18 (1)	18 (1)	4.2	
NEWS/TALK	19 (2)		19 (2)	4.4	
NOSTALGIA	12 (1)		12 (1)	2.8	
RELIGION/GOSPEL	35 (1)	5 (1)	40 (2)	9.3	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.9	
	126 (9)	303 (10)	429 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHJT-F	93.5	Clinton/Jackson	0.9/5.1/ 5/ 183
WIIN-F	98.7	Vicksburg	0.6/2.0/ 6/ 186
WJXN	1450	Jackson	0.6/2.3/ 3/ 75
WMGO	1370	Canton	0.7/1.1/ 4/ 35
WOKJ	1550	Jackson	0.4/3.1/ 5/ 131
WSLI	930	Jackson	1.3/6.9/ 8/ 242

RADIO STATIONS

WJDX, 620, 5 KW/1 KW (DA-N)	, MOR	ABC D, $	17.00 (Christal)	Capstar	
WJNT, 1180, 50 KW/5 KW (DA-2)	, TALK	NBC, TRNSTR, $	14.00 (---)		(PEARL)
WKXI, 1300, 5 KW/1 KW	, BLACK	SBN, $	15.00 (Banner)	Opus	
WMGO, 1370, 1 KW (DAYS)	, GOSPEL	, $	6.00 (Bunchez)		(CANTON)
WOAD, 1400, 1 KW	, GOSPEL	NBN, $	16.00 (Durpetti)	Holt	
WSLI, 930, 5 KW (DA-N)	, COUNTRY	CBS, $	N/A (Eastman)		
WJMI-F, 99.7, 100 KW @ 1060	, BLACK	ABC F, CBS, $	44.00 (Durpetti)	Holt	
WLIN-F, 101.7, 3 KW @ 300	, BTFL/EZ	, $	15.00 (K & P)		(GLUCKSTADT)
WMJW-F, 107.5, 100 KW @ 960	, AC	, $	15.00 (Republic)		(MAGEE)
WMSI-F, 102.9, 100 KW @ 1800	, COUNTRY	ABC E, $	60.00 (Christal)	Capstar	
WOHT-F, 95.5, 100 KW @ 1060	, CHR	MBS, $	23.00 (HNWH)		
WSLI-F, 96.3, 100 KW @ 1450	, AC	, $	33.00 (Eastman)		
WSTZ-F, 106.7, 100 KW @ 1050	, AOR	NBC, $	35.00 (HNWH)	Lewis	(VICKSBURG)
WTYX-F, 94.7, 100 KW @ 1168	, CHR	ABC C, $	45.00 (Banner)	Opus	

MISCELLANEOUS COMMENTS: WKXI, WTYX-F sold by Love to Opus for $5,100,000 (E)...

JACKSONVILLE

Arbitron Rank/Pop (12+): 51/783,500

MSA Rank/Pop: 59/931,000
ADI # 60
Average Person Ratings: 15.9
Market TSL: 21.25 hours

Stations: 23/22
Diaries: 1089/719:1/49.2%
Sample Target: 1090
% Below Line: 0.8
% Not Listed: 16.9

1989 Revenue: $23,300,000
HH Inc.: $26,802
Retail $: 6.5 Bil
Pop per Station: 35,613
#1 Biller: WAPE-F $4,600,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAPE-F	(CHR)	175/14.0	14.3	13.8	15.8	15.3	14.5	187/2705	2367/30.2	28.2	30.7	69	18.2	242	2372	WAPE-F
2. WQIK-F	(C)	129/10.4	9.8	12.2	10.8	9.7	10.8	153/1975	1516/19.3	19.4	19.6	110	10.6	141	1529	WQIK-F
3. WEJZ-F	(AC)	96/ 7.7	8.4	6.3	6.4	3.7	7.2	107/1539	1371/17.5	13.6	8.7	132	5.0	66	974	WEJZ-F
4. WFYV-F	(AOR)	94/ 7.5	9.5	8.3	8.3	11.2	8.4	100/1391	1255/16.0	14.5	19.0	111	9.1	121	1468	WFYV-F
5. WHJX-F	(B)	66/ 5.3	1.3	----	----	----	1.7	112/908	662/ 8.4	0.0	0.0	70	9.9	131	1378	WHJX-F
WAIV-F	(AC)	66/ 5.3	4.6	6.0	5.5	7.7	5.3	69/1286	1204/15.4	15.6	18.6	132	5.9	78	1032	WAIV-F
7. WIVY-F	(AC)	63/ 5.1	5.2	5.4	5.4	6.5	5.3	64/1274	1208/15.4	14.9	19.4	139	6.9	92	1055	WIVY-F
8. WCRJ-F	(C)	62/ 5.0	5.5	3.7	4.7	6.1	4.7	65/988	929/11.9	9.6	12.7	134	3.5	46	721	WCRJ-F
9. WOKV	(N/T)	53/ 4.3	3.7	3.1	3.0	2.3	3.5	55/739	688/ 8.8	6.7	7.0	79	2.7	36	517	WOKV
10. WZAZ	(B)	39/ 3.1	3.5	3.1	3.8	3.0	3.4	39/474	474/ 6.0	6.0	5.9	106	2.2	29	315	WZAZ
11. WZAZ-F	(B)	34/ 2.7	4.0	6.1	5.6	6.7	4.6	34/727	721/ 9.2	10.7	11.1	89	2.3	31	727	WZAZ-F
12. WIOI-F	(AOR)	32/ 2.6	3.0	2.3	2.3	----	2.5	45/732	650/ 8.3	6.4	0.0	127	2.8	37	621	WIOI-F
13. WCGL	(REL)	24/ 1.9	2.2	1.5	1.6	3.8	1.8	24/253	253/ 3.2	3.0	4.2	89	0.4	5	145	WCGL
14. WSVE	(REL)	22/ 1.8	1.8	1.1	1.3	2.8	1.5	22/247	247/ 3.2	2.9	4.1	100	1.7	22	242	WSVE

12+ FM SHARE (METRO): 79.83% (827 of 1036) (FAL 88: 80.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F	1 WAPE-F	1 WAPE-F	1 WAPE-F<	1 WQIK-F	1 WQIK-F>	1 WAPE-F	1 WQIK-F	1 WAPE-F>	1 WAPE-F>>	1 WQIK-F>>
2	2 WFYV-F>	2 WFYV-F	2 WQIK-F	2 WEJZ-F<	2 WEJZ-F>	2 WQIK-F>	2 WEJZ-F	2 WQIK-F	2 WHJX-F>	2 WAPE-F
3	3 WHJX-F	3 WQIK-F	WEJZ-F	3 WAPE-F	3 WCRJ-F	3 WEJZ-F	3 WAPE-F	3 WEJZ-F	3 WQIK-F	3 WFYV-F
4	4 WQIK-F	4 WEJZ-F	4 WFYV-F	4 WFYV-F	4 WOKV	4 WFYV-F	4 WFYV-F	4 WFYV-F>	4 WFYV-F	4 WOKV
5	5 WEJZ-F	5 WIVY-F	5 WIVY-F	5 WIVY-F<	5 WAIV-F	5 WCRJ-F<	5 WAIV-F<	5 WHJX-F	5 WZAZ-F	5
6	6 WIVY-F	6 WHJX-F	6 WAIV-F	6 WAIV-F	6 WIVY-F<	6 WIVY-F	6 WIVY-F	6 WAIV-F	6 WEJZ-F	6
7	7 WAIV-F	WAIV-F	7 WCRJ-F	7 WCRJ-F	7 WAPE-F	7 WAIV-F	7 WCRJ-F	7 WCRJ-F	7	7
							8 WOKV			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F>	1 WAPE-F>	1 WAPE-F>	1 WAPE-F>	1 WAPE-F	1 WAPE-F>>	1 WAPE-F	1 WFYV-F>	1 WFYV-F	1 WQIK-F
2 WHJX-F>	2 WHJX-F<	2 WIVY-F	2 WEJZ-F	2 WEJZ-F<	2 WFYV-F>	2 WFYV-F>>	2 WAPE-F>	2 WAPE-F	2 WFYV-F
3 WFYV-F>	3 WFYV-F>	WFYV-F	3 WQIK-F<	3 WQIK-F	3 WQIK-F	3 WQIK-F	3 WCRJ-F	3 WQIK-F	3 WEJZ-F
4 WEJZ-F>	4 WIVY-F	4 WQIK-F	4 WIVY-F<	4 WIVY-F	4 WHJX-F>>	4 WHJX-F	4 WQIK-F	4 WEJZ-F>	4 WAPE-F
5 WQIK-F	WEJZ-F	WHJX-F	5 WHJX-F<	5 WAIV-F>	5	5 WEJZ-F	WEJZ-F	5 WCRJ-F<	5 WCRJ-F>
6	6 WQIK-F	6 WEJZ-F	6 WFYV-F	6 WCRJ-F<	6	6 WAIV-F	WAIV-F	6 WAIV-F<	6 WAIV-F
7	7 WAIV-F	7 WAIV-F	7 WAIV-F	7 WFYV-F	7	7	7	7 WIVY-F	7 WIVY-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		185 (2)	185 (2)	17.9	18.5
AOR/CLASSIC	6 (1)	126 (2)	132 (3)	12.7	14.6
AC/OLDIES/SOFT ROCK	20 (2)	225 (3)	245 (5)	23.6	19.1
MOR/VARIETY	4 (1)		4 (1)	0.4	
COUNTRY	11 (1)	191 (2)	202 (3)	19.5	19.7
BLACK/URBAN	39 (1)	100 (2)	139 (3)	13.4	11.5
BEAUTIFUL/EASY					4.4
NEWS/TALK	53 (1)		53 (1)	5.1	2.7
NOSTALGIA	14 (1)		14 (1)	1.4	0.6
RELIGION/GOSPEL	58 (3)		58 (3)	5.6	8.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.4	
	209 (12)	827 (11)	1036 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFOY	1240	St. Augustine	0.3/0.9/ 5/ 84
WFYV	1460	Jacksonville	0.5/1.6/ 6/ 127
WJAX	1220	Jacksonville	1.1/2.6/ 14/ 210
WJGC	1530	Jacksonville	0.3/1.2/ 4/ 96
WPDQ	690	Jacksonville	0.6/4.4/ 10/ 392
WQIK	1320	Jacksonville	0.9/3.6/ 11/ 309
WROS	1050	Jcksnvl/Daytona	1.0/1.7/ 12/ 134
WRXJ	930	Jacksonville	1.0/3.1/ 13/ 259
WNFI-F	99.9	Palatka	0.8/3.7/ 25/ 544

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS), GOSPEL SBN, $ 16.00 (K & P)
WOKV, 600, 5 KW (DA-N), NEWS/TALK ABC T, CBS, $ 30.00 (MMR) EZ
WZAZ, 1400, 1 KW, BLACK SBN, $ 24.00 (Roslin)

WAIV-F, 96.9, 100 KW @ 935, AC/OLDIES , $ 86.00 (MMR) EZ
WAPE-F, 95.1, 100 KW @ 860, CHR , $ 96.00 (Christal) Evergreen (P)
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY SBN, $ 56.00 (Katz) Ragan Henry
WFYV-F, 104.5, 100 KW @ 700, AOR NBC, $ 70.00 (Mc-Guild) Metroplex

WIOI-F, 100.7, 100 KW @ 500, CLASSIC AOR , $ 40.00 (---) Osborn (BRUNSWICK,GA)
WIVY-F, 102.9, 100 KW @ 984, AC APR, $ 64.00 (Banner) Taylor
WPDQ-F, 92.7, 3 KW @ 300, BLACK SBN, NBN, $ 30.00 (Republic) Willis (GREEN COVE)
WQIK-F, 99.1, 100 KW @ 1050, COUNTRY ABC E, $ 94.00 (Eastman) Jacor
WEJZ-F, 96.1, 100 KW @ 830, SOFT AC , $ 49.00 (Christal) ML/WIN

MISCELLANEOUS COMMENTS: WAPE changes to WPDQ-A (July)...and format from CHR to OLDIES...WQIK A/F sold by Jacor for $16,000,000 but this deal never closed...WEJZ-F sold by ML to Renda for $7,000,000 (E) (MVP)...WCGL sold for $510,000... WAIV changes from AC to primarily OLDIES (Jan)...

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 92/377,700

MSA Rank/Pop: 106/452,000
ADI # 87
Average Person Ratings: 15.3
Market TSL: 20.00 hours

Stations: 24/20
Diaries: 821/460:1/61.4%
Sample Target: 780
% Below Line: 4.9
% Not Listed: 13.0

1989 Revenue: $9,900,000
HH Inc.: $23,100
Retail $: 2.8 Bil
Pop per Station: 18,885
#1 Biller: WQUT-F $2,150,000

12+ METRO			1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WQUT-F	(CHR)	111/19.3	20.6	19.6	22.6	24.1	----	148/1859	1368/36.2	37.0	38.5	94	25.2	152	1519	WQUT-F
2.	WXBQ-F	(C)	110/19.1	19.0	17.6	19.4	17.9	----	153/1886	1310/34.7	29.7	29.4	124	22.2	134	1497	WXBQ-F
3.	WTFM-F	(AC)	84/14.6	14.6	14.9	17.1	11.9	----	119/1546	1128/29.9	29.3	26.5	136	14.7	89	1011	WTFM-F
4.	WUSJ-F	(C)	26/ 4.5	3.7	3.4	3.1	3.4	----	26/438	438/11.6	7.5	9.1	87	2.0	12	232	WUSJ-F
	WJCW	(C)	26/ 4.5	5.2	7.2	7.2	9.9	----	48/459	382/10.1	13.6	13.3	64	3.0	18	305	WJCW
6.	WZXY-F	(CHR)	24/ 4.2	2.8	4.4	3.5	3.2	----	24/355	355/ 9.4	9.9	10.9	45	4.6	28	543	WZXY-F
7.	WKPT	(EZ)	20/ 3.5	3.8	4.0	3.1	2.2	----	21/317	310/ 8.2	8.4	7.6	37	3.5	21	218	WKPT
8.	WIVK-F	(C)	14/ 2.4	1.7	2.5	2.2	2.6	----	42/677	237/ 6.3	3.4	4.1	133	1.7	10	134	WIVK-F
9.	WBEJ	(C)	13/ 2.3	1.2	0.8	1.3	1.7	----	13/139	139/ 3.7	3.4	2.5	57	0.8	5	155	WBEJ
10.	WIMZ-F	(AOR)	10/ 1.7	2.0	----	----	0.5	----	22/326	172/ 4.6	3.7	0.0	0	3.3	20	255	WIMZ-F

12+ FM SHARE (METRO): 79.44% (398 of 501) (FAL 88: 75.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WXBQ-F>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F	1 WQUT-F>	1 WQUT-F
2 WZXY-F	2 WTFM-F	2 WXBQ-F	2 WQUT-F<	2 WTFM-F	2 WTFM-F>	2 WTFM-F<	2 WQUT-F<	2 WQUT-F>	2 WXBQ-F	2 WXBQ-F>
3	3 WXBQ-F	3 WTFM-F	3 WTFM-F	3 WQUT-F>>	3 WJCW	3 WXBQ-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>	3 WTFM-F
4	4	4	4	4	4 WQUT-F	4 WJCW	4 WUSJ-F>	4 WZXY-F>	4 WZXY-F>	4 WUSJ-F
5	5	5	5	5	5 WKPT	5 WKPT	5 WJCW <	5 WUSJ-F	5 WJCW	5 WJCW
6	6	6	6	6	6	6	6 WKPT	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F	1 WQUT-F>	1 WQUT-F>>	1 WQUT-F<	1 WXBQ-F<		1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WQUT-F	1 WXBQ-F>
2 WTFM-F>	2 WTFM-F	2 WXBQ-F	2 WTFM-F	2 WTFM-F		2 WZXY-F>>	2 WTFM-F	2 WTFM-F>	2 WXBQ-F>	2 WTFM-F
3 WXBQ-F>>	3 WXBQ-F	WTFM-F>>	3 WXBQ-F	3 WQUT-F		3 WXBQ-F	3 WXBQ-F>	3 WXBQ-F>>	3 WTFM-F>>	WQUT-F
4	4	4	4	4		WUSJ-F>>	4 WZXY-F	4 WIMZ-F>	4 WZXY-F	4
5	5	5	5	5		5	5	5	5 WUSJ-F	5

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		135 (2)	135 (2)	26.9	28.3
AOR/CLASSIC		13 (2)	13 (2)	2.6	
AC/OLDIES/SOFT ROCK	6 (1)	92 (3)	98 (4)	19.6	18.3
MOR/VARIETY					
COUNTRY	60 (6)	150 (3)	210 (9)	41.9	39.2
BLACK/URBAN					
BEAUTIFUL/EASY	20 (1)		20 (1)	4.0	3.1
NEWS/TALK					
NOSTALGIA	3 (1)		3 (1)	0.6	1.9
RELIGION/GOSPEL	14 (4)	8 (2)	22 (6)	4.4	4.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.2
	103 (13)	398 (12)	501 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBBI	1230	Abingdon	0.5/2.2/ 3/ 84
WEMB	1420	Erwin	1.4/2.2/ 8/ 83
WETB	790	Johnson City	0.9/4.7/ 9/ 264
WFHG	980	Bristol	1.0/4.4/ 6/ 186
WIKQ-F	94.9	Greenville	1.0/3.5/ 10/ 246
WKIN	1320	Kingsport	0.3/2.3/ 2/ 85
WMCH	1260	Church Hill	0.5/1.7/ 3/ 76
WMEV-F	93.9	Marion	1.0/2.6/ 22/ 376
WOPI	1490	Bristol	0.5/1.8/ 3/ 68
WRGS	1370	Rogerville	1.4/3.0/ 8/ 112
WXIS-F	103.9	Erwin	0.5/2.0/ 3/ 76
WZAP	690	Bristol	1.0/3.6/ 10/ 233
WFGW	1010	Black Mountain	
WIMZ	1240	Knoxville	
WMIT-F	106.9	Black Mountain	0.3/2.0/ 10/ 229
WMYU-F	102.1	Sevierville	0.3/2.5/ 22/ 276

RADIO STATIONS

WJCW, 910, 5 KW/1 KW (DA-N) , COUNTRY MBS, $ 21.00 (Katz) Bloomington (JOHNSON CITY)
WKPT, 1400, 1 KW , BTFL/EZ ABC E, $ 14.00 (Republic) Home News (KINGSPORT)
WZAP, 690, 10 KW (DAYS) , RELIGION , $ 10.00 (Gates) (BRISTOL, VA)
WFHG, 980, 5 KW/1 KW (DA-N) , OLDIES ABC D, $ 13.00 (Mc-Guild) Nininger (BRISTOL, VA)

WQUT-F, 101.5, 100 KW @ 1500, CHR US 1, $ 48.00 (Katz) Bloomington (JOHNSON CITY)
WTFM-F, 98.5, 100 KW @ 1260, AC ABC E, $ 36.00 (Republic) Home News (KINGSPORT)
WUSJ-F, 99.3, 3 KW @ 300, COUNTRY NBC, TRNSTR, $ 18.00 (Durpetti) (ELIZABETHTON)
WXBQ-F, 96.9, 67 KW @ 2240, COUNTRY ABC I, $ 40.00 (Mc-Guild) Nininger (BRISTOL, VA)
WZXY-F, 104.9, 1 KW @ 475, CHR ABC C, $ 18.00 (Torbet) Bahakel (KINGSPORT)

KALAMAZOO

Arbitron Rank/Pop (12+): 162/185,400

MSA Rank/Pop: 191/223,000
ADI # 37 (w/Grand Rapids)
Average Person Ratings: 17.0
Market TSL: 22.00 hours

Stations: 23/9
Diaries: 673/375:1/55.5%
Sample Target: 610
% Below Line: 15.7
% Not Listed: 16.7

1989 Revenue: $8,200,000
HH Inc.: $31,591
Retail $: 1.8 Bil
Pop per Station: 20,600
#1 Biller: WKFR-F $2,500,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKFR-F	(CHR)	61/19.9	19.4	17.3	28.5	20.4	----	118/1373	739/39.9	39.5	37.9	93	22.3	70	780	WKFR-F
2. WNWN-F	(C)	46/15.0	9.3	10.0	10.3	11.3	----	79/778	344/18.6	16.9	18.5	123	9.9	31	383	WNWN-F
3. WRKR-F	(AOR)	35/11.4	15.6	7.3	----	----	----	50/770	403/21.7	26.0	16.7	115	21.3	67	645	WRKR-F
4. WQLR-F	(EZ)	22/ 7.2	7.6	8.0	9.5	9.1	----	46/537	268/14.5	14.5	18.7	83	6.1	19	267	WQLR-F
WKZO	(MOR)	22/ 7.2	9.3	10.0	12.6	13.1	----	34/693	444/23.9	24.5	27.9	67	8.0	25	463	WKZO
6. WJFM-F	(O)	11/ 3.6	3.5	7.6	5.9	5.1	----	36/607	222/12.0	12.0	20.2	167	4.1	13	215	WJFM-F
7. WOOD-F	(EZ)	9/ 2.9	4.2	4.5	4.0	4.7	----	28/482	209/11.3	12.9	14.3	21	1.9	6	159	WOOD-F
8. WKLQ-F	(CHR)	7/ 2.3	1.7	0.7	1.6	4.7	----	18/408	155/ 8.4	9.5	5.5	26	2.2	7	257	WKLQ-F
WGRD-F	(CHR)	7/ 2.3	2.4	2.4	2.8	4.4	----	31/671	220/11.9	11.0	11.7	52	2.5	8	209	WGRD-F
WKPR	(REL)	7/ 2.3	0.3	1.0	1.2	2.2	----	7/60	56/ 3.0	1.7	2.9	78	0.6	2	48	WKPR
WHEZ	(O)	7/ 2.3	0.7	1.7	3.6	2.5	----	7/87	78/ 4.2	3.1	4.8	157	1.9	6	58	WHEZ

12+ FM SHARE (METRO): 81.18% (207 of 255) (FAL 88: 78.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F>>	1 WKFR-F	1 WKFR-F>	1 WKFR-F	1 WNWN-F	1 WNWN-F>	1 WKFR-F>	1 WKFR-F	1 WKFR-F	1 WKFR-F>	1 WKFR-F
2 WGRD-F	2 WRKR-F>>	2 WRKR-F	2 WNWN-F	WKFR-F>	2 WKZO	2 WNWN-F	2 WNWN-F	2 WNWN-F	2 WRKR-F>	2 WRKR-F
3	3 WNWN-F>>	3 WNWN-F	3 WRKR-F>>	3 WRKR-F>>	3 WQLR-F	3 WKZO >	3 WRKR-F>	3 WRKR-F	3 WNWN-F>	3 WKZO >
4	4 WJFM-F	4	4 WJFM-F	4 WJFM-F	4 WKFR-F	4 WRKR-F	4 WQLR-F	4 WQLR-F	4 WKLQ-F	4 WNWN-F
5	5 WKLQ-F	5	5 WQLR-F	WQLR-F	5	5 WQLR-F			5 WKZO	5 WKLQ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKFR-F>>	1 WKFR-F>>	1 WKFR-F	1 WKFR-F>	1 WNWN-F
2 WRKR-F	2 WNWN-F	2 WNWN-F>	2 WNWN-F>	WKFR-F>
WNWN-F>>	3 WRKR-F>>	3 WRKR-F	3 WRKR-F	3 WQLR-F>
4 WKLQ-F>>	4 WQLR-F	4 WQLR-F>	4 WQLR-F	4 WRKR-F
5	5 WJFM-F	5 WJFM-F>>	5	WKZO

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKFR-F	1 WRKR-F	1 WRKR-F>	1 WKFR-F	1 WRKR-F
2 WRKR-F>>	2 WKFR-F	2 WKFR-F>>	2 WRKR-F>	WNWN-F
3 WKLQ-F>>	3	3 WJFM-F	3 WNWN-F>>	WKFR-F>>
4	4	WNWN-F>	4 WJFM-F	4 WJFM-F
	5	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		76 (4)	76 (4)	29.8	25.3
AOR/CLASSIC		36 (2)	36 (2)	14.1	12.8
AC/OLDIES/SOFT ROCK	12 (2)	18 (5)	30 (7)	11.8	17.6
MOR/VARIETY	23 (2)		23 (2)	9.0	12.4
COUNTRY	2 (1)	46 (1)	48 (2)	18.8	15.0
BLACK/URBAN					
BEAUTIFUL/EASY		31 (2)	31 (2)	12.2	15.5
NEWS/TALK	4 (3)		4 (3)	1.6	
NOSTALGIA					
RELIGION/GOSPEL	7 (1)		7 (1)	2.7	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	48 (9)	207 (14)	255 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKMI	1360	Kalamazoo	1.6/9.3/ 5/ 199
WQSN	1470	Kalamazoo/Prtge	0.7/4.9/ 4/ 120
WBBM	780	Chicago	0.3/2.3/ 5/ 121
WBXX-F	95.3	Battle Creek	0.3/2.9/ 3/ 68
WGN	720	Chicago	0.7/2.3/ 8/ 120
WIBM-F	94.1	Jackson	0.7/4.2/ 8/ 150
WJR	760	Detroit	0.3/1.5/ 4/ 115
WLAV-F	96.9	N. Muskegon	0.3/3.4/ 10/ 315
WMAQ	670	Chicago	0.3/1.3/ 2/ 67
WNDU-F	92.9	South Bend	0.3/1.9/ 7/ 200
WODJ-F	107.3	Greenvl/grd rap	0.7/4.4/ 8/ 179
WYXX-F	96.1	Holland	0.7/2.9/ 13/ 276

RADIO STATIONS

WHEZ, 1560, 4.1 KW (DAYS), OLDIES	TRNSTR, $	10.00 (Christal)	
WKMI, 1360, 5 KW/1 KW (DA-2), AC	ABC D, $	19.00 (Eastman)	Waldron
WKPR, 1260, 1 KW (DAYS, DA), RELIGION	, $	8.00 (---)	Kuiper
WKZO, 590, 5 KW (DA-N), MOR	CBS, MBS, $	30.00 (Mc-Guild)	
WQSN, 1470, 500 W/1 KW, COUNTRY	, $	13.00 (Banner)	Fairfield
WKFR-F, 103.3, 50 KW @ 500, CHR	, $	50.00 (Eastman)	Waldron
WNWN-F, 98.5, 50 KW @ 500, COUNTRY	ABC E, $	34.00 (Christal)	(COLDWATER)
WQLR-F, 106.5, 33 KW @ 600, BTFL/EZ	, $	30.00 (Banner)	Fairfield
WRKR-F, 107.7, 50 KW @ 485, CLASSIC AOR	, $	24.00 (HNWH)	

MISCELLANEOUS COMMENTS: WKMI/WKRF-F sold by Dave Hicks to Waldron for $11,000,000 (plus tax certificate) (Americom)...

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,300,900

MSA Rank/Pop: 29/1,580,400
ADI # 28
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 26/25
Diaries: 1426/912:1/57.6%
Sample Target: 1410
% Below Line: 0.3
% Not Listed: 6.5

1989 Revenue: $42,100,000
HH Inc.: $31,591
Retail $: 12.3 Bil
Pop per Station: 52,036
#1 Biller: WDAF $5,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDAF (C)	220/10.3	11.6	15.5	12.7	11.0	12.5	393/5149	2908/22.4	24.1	21.0	108	13.2	311	2759	WDAF
2. KBEQ-F (CHR)	214/10.1	8.2	7.4	7.1	6.2	8.2	272/3935	3046/23.4	21.2	19.5	62	11.8	279	3595	KBEQ-F
3. KFKF-AF (C)	208/ 9.8	7.8	7.2	8.2	9.0	8.3	246/2905	2412/18.5	16.5	19.0	93	8.0	183	2291	KFKF-AF
4. KCMO (N/T)	155/ 7.3	6.1	6.0	6.6	9.6	6.5	209/3605	2790/21.4	14.7	21.9	79	6.2	146	1921	KCMO
5. KPRS-F (B)	153/ 7.2	4.5	5.2	5.3	6.0	5.6	156/1436	1328/10.2	10.3	10.5	118	10.2	241	1511	KPRS-F
6. KMBR-F (EZ)	127/ 6.0	5.6	5.9	7.4	6.1	6.2	168/2092	1700/13.1	11.9	12.9	85	3.0	71	1352	KMBR-F
7. KUDL-F (AC)	118/ 5.5	3.9	4.4	6.5	4.8	5.1	135/2148	1834/14.1	12.1	13.9	144	4.0	94	1682	KUDL-F
8. KXXR-F (CHR)	105/ 4.9	5.1	6.7	7.0	6.0	5.9	116/1664	1399/10.8	14.0	14.0	59	5.3	126	1811	KXXR-F
9. KLSI-F (AC)	95/ 4.5	4.8	4.3	4.1	4.3	4.4	101/1717	1500/11.5	10.4	10.5	138	3.7	87	1501	KLSI-F
10. KYYS-F (AOR)	92/ 4.3	5.3	4.7	6.4	7.0	5.2	130/2324	1584/12.2	13.4	16.1	123	6.3	149	2207	KYYS-F
11. KCMO-F (O)	81/ 3.8	6.1	5.4	4.7	4.2	5.0	105/2000	1616/12.4	15.1	13.8	153	4.3	102	1710	KCMO-F
12. KMBZ (MOR)	72/ 3.4	6.1	6.4	3.8	4.0	4.9	79/1723	1526/11.7	18.5	11.9	76	3.0	71	1455	KMBZ
13. KCFX-F (CL)	68/ 3.2	4.6	4.3	3.2	3.8	3.8	104/1900	1349/10.4	11.7	10.9	138				KCFX-F
14. KRVK (REL)	57/ 2.7	1.4	1.5	0.9	0.9	1.6	68/1170	926/ 7.1	3.0	2.7	122	2.1	50	910	KRVK
15. KJLA (BB)	51/ 2.4	2.7	1.8	2.4	3.5	2.3	63/950	832/ 6.4	4.8	6.0	17	0.8	20	710	KJLA
16. KXTR-F (CL)	41/ 1.9	1.5	1.8	2.1	1.7	1.8	54/862	646/ 5.0	5.1	4.8	121	1.7	40	746	KXTR-F
17. WHB (O)	33/ 1.6	3.0	2.8	2.2	3.0	2.4	56/1397	813/ 6.2	10.1	9.3	150	1.9	44	545	WHB
18.															
19.															
20.															

12+ FM SHARE (METRO): 65.78% (1309 of 1990) (FAL 88: 64.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBEQ-F>>	1 KBEQ-F	1 KFKF-AF<	1 WDAF	1 WDAF	1 WDAF >	1 WDAF >	1 KFKF-AF	1 KFKF-AF	1 KBEQ-F>	1 WDAF >>
2 KXXR-F>	2 KFKF-AF	2 KBEQ-F	2 KFKF-AF	2 KFKF-AF	2 KCMO	2 KBEQ-F<	2 WDAF <	2 KBEQ-F	2 KPRS-F	2 KCMO >>
3 KPRS-F	3 KPRS-F	3 KPRS-F	3 KPRS-F	3 KPRS-F	3 KFKF-AF	3 KFKF-AF	3 KMBR-F	3 WDAF	3 KFKF-AF>	3 KFKF-F>>
4	4 KYYS-F<	4 WDAF	4 KUDL-F	4 KUDL-F	4 KMBR-F>	4 KCMO	4 KUDL-F	4 KPRS-F	4 WDAF	4 KMBZ
5	5 KXXR-F	5 KUDL-F	5 KLSI-F	5 KBEQ-F<	5 KCMO-F	5 KPRS-F	KCMO	5 KUDL-F	KCMO	5 KPRS-F>>
6	6 KUDL-F	6 KYYS-F	KBEQ-F<	6 KLSI-F	6 KMBZ	KMBR-F	6 KBEQ-F<	6 KCMO <	6 KMBZ	6 KBEQ-F
7	7 KCFX-F	KLSI-F	7 KCMO-F	7	7 KUDL-F	7 KUDL-F<	7 KPRS-F	7 KMBR-F	7 KXXR-F	7 KXXR-F
8	8	8	8		8	8	8	8	8	8
9	9	9	9	9	9	9			9	
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBEQ-F>	1 KBEQ-F<	1 KFKF-AF	1 KFKF-AF	1 KFKF-AF<
2 KFKF-AF	2 KFKF-AF	2 KUDL-F	2 KBEQ-F<	2 WDAF
3 KXXR-F	3 KPRS-F	KPRS-F	3 KPRS-F	3 KPRS-F
4 KPRS-F>	4 KUDL-F	4 KLSI-F	4 KLSI-F<	4 KUDL-F
5 KLSI-F	KLSI-F<	5 KBEQ-F>	5 KUDL-F	5 KLSI-F>
6 KYYS-F	6 KXXR-F	6 KXXR-F	6 WDAF	6 KBEQ-F<
7 KUDL-F	7	7 KYYS-F	7	7 KMBR-F
8	8	8	8	8
9	9	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBEQ-F>	1 KBEQ-F	1 KYYS-F	1 WDAF	1 WHB >
2 KFKF-AF	2 KYYS-F	2 KCFX-F	2 KBEQ-F<	2 KYYS-F
KXXR-F>	3 KCFX-F	3 KPRS-F	3 KYYS-F<	3 KCMO
4 KYYS-F	4 KPRS-F	4 KBEQ-F>	4 KFKF-AF	4 KCMO-F<
5 KPRS-F	5 KFKF-AF	5 KUDL-F	5 KPRS-F<	5 KJLA
6 KBZR	6 KXXR-F	6 WDAF	6 KCFX-F	6 KPRS-F<
7 KCFX-F>	7 KUDL-F	7	7 KCMO-F<	7
8	8		8	8
	9	9	9	9
	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		326 (3)	326 (3)	16.4	11.1
AOR/CLASSIC		92 (1)	92 (1)	4.6	17.9
AC/OLDIES/SOFT ROCK	33 (1)	294 (3)	327 (4)	16.4	12.9
MOR/VARIETY	72 (1)		72 (1)	3.6	4.2
COUNTRY	230 (2)	198 (1)	428 (3)	21.5	21.4
BLACK/URBAN	10 (1)	153 (1)	163 (2)	8.2	6.4
BEAUTIFUL/EASY		127 (1)	127 (1)	6.4	6.6
NEWS/TALK	155 (1)		155 (1)	7.8	10.3
NOSTALGIA	51 (1)		51 (1)	2.6	3.7
RELIGION/GOSPEL	116 (5)		116 (5)	5.8	1.6
SPANISH					
CLASSICAL		109 (2)	109 (2)	5.5	1.8
JAZZ/NEW AGE					2.1
UNKNOWN/OTHERS	14 (1)	10 (1)	24 (2)	1.2	
	681 (13)	1309 (13)	1990 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBZR	1030	Blue Sprg/KCty	0.7/1.5/ 16/ 214
KCCV	1510	Independence	0.9/1.9/ 19/ 250
KCFM-F	107.3	Lexington	0.5/1.7/ 22/ 421
KCNW	1380	Fairway/KC	0.3/1.7/ 7/ 219
KCXL	1140	Liberty	0.5/1.5/ 10/ 195
KEXS	1090	Excelsr spgs	0.7/1.0/ 18/2054
KPRT	1590	Kansas City	0.8/3.1/ 18/ 416
KLZR-F	105.9	Lawrence	0.3/2.1/ 22/ 683

RADIO STATIONS

AM STATIONS

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KCCV,  1510,  10 KW (DAYS)      , RELIGION                  , $  18.00 (---)   Ragan Henry (INDEPENDENCE)
KCMO,   810,  50 KW/5 KW (DA-N), TALK/NEWS         CBS, MBS, $  83.00 (Mc-Guild)       Gannett
KCNW,  1380,  2.5 KW            , RELIGION               CBN, $  20.00 (----)          Marsh
KJLA,  1190,   5 KW/250 W(DA-N), NOSTALGIA              MBS, $  33.00 (Roslin)
KMBZ,   980,   5 KW (DA-2)      , MOR/TALK               NBC, $  70.00 (Durpetti)      Bonneville

KPRT,  1590,   1 KW             , GOSPEL                 MBS, $  23.00 (Republic)
WDAF,   610,   5 KW             , COUNTRY              ABC E, $ 108.00 (Katz)          Great American
WHB ,   710,  10 KW/5KW (DA-2) , OLDIES                 APR, $  50.00 (Christal)      Shamrock
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FM STATIONS

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KBEQ,  104.3, 100 KW @  987, CHR                       ABC C, $  91.00 (MMR)           Noble
KCFX,  100.7, 100 KW @  850, CLASSIC AOR                US 1, $  60.00 (MMR)           Hoker
KCMO,   94.9, 100 KW @ 1057, OLDIES                         , $  61.00 (Mc-Guild)      Gannett
KRVK,   98.9, 100 KW @  990, AC                          SMN, $  47.00 (CBS)     Journal Co (LEAVENWORTH)
KFKF,   94.1, 100 KW @  987, COUNTRY                        , $  94.00 (HNWH)          Sconnix
KLSI,   93.3, 100 KW @ 1050, AC                          CNN, $  66.00 (Banner)        Sandusky

KMBR,   99.7,  98 KW @  950, BTFL/EZ                        , $  60.00 (Durpetti)      Bonneville
KPRS,  103.3, 100 KW @  940, BLACK                SBN, ABC I, $  51.00 (Republic)
KUDL,   98.1, 100 KW @  500, AC                          APR, $  64.00 (Christal)      Shamrock
KXTR,   96.5,  99 KW @  960, CLASSICAL                  US 2, $  39.00 (CMBS)
KXXR,  106.5, 100 KW @  850, CHR/AOR                        , $  59.00 (Republic)      Olympia
KYYS,  102.1, 100 KW @ 1013, AOR                      SOURCE, $ 101.00 (Katz)          Great American
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CALL LETTER CHANGES

KCPW changes to KCMO-F (Sept)
KCWV changes to KRVK-F (Nov)
KFKF-A changes to KNHN (Jan)

FORMAT CHANGES

KRVK-F changes from JAZZ/NAC to AC (Nov)...KCMO-F changes from CHR to OLDIES (Sept)... KNHN changes from COUNTRY to to NEWS (Jan)

STATION SALES

KLSI-F: From Sandusky to Apollo for $8,500,000 (Blackburn)...KFKF: Sold by Sconnix for $500,000...

KNOXVILLE

Arbitron Rank/Pop (12+): 69/512 300
MSA Rank/Pop: 85/610,000
ADI # 64
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 19/19
Diaries: 994/515:1/59.2%
Sample Target: 900
% Below Line: 0.0
% Not Listed: 7.7

1989 Revenue: $14,300,000
HH Inc.: $23,365
Retail $: 5.1 Bil
Pop per Station: 26,963
#1 Biller: WIVK-AF $5,500,000 9

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF (C)	334/37.7	35.2	34.2	32.5	33.0	34.9	510/4629	2750/53.7	47.5	52.0	103	34.4	313	2885	WIVK-AF
2. WOKI-F (CHR)	99/11.2	11.2	11.6	10.3	9.1	11.1	248/2746	1189/23.2	24.2	24.1	63	10.9	99	1283	WOKI-F
3. WEZK-F (EZ)	89/10.0	9.7	8.9	8.2	10.1	9.2	115/1414	984/19.2	17.0	19.0	94	5.7	52	734	WEZK-F
4. WIMZ-AF (AOR)	83/ 9.3	11.0	10.7	15.0	14.0	11.5	123/1755	1101/21.5	24.9	26.6	98	16.0	146	1610	WIMZ-AF
5. WMYU-F (AC)	81/ 9.1	12.7	13.7	14.4	13.7	12.5	128/2235	1514/29.6	29.5	33.4	152	14.4	131	1511	WMYU-F

12+ FM SHARE (METRO): 83.86% (686 of 818) (FAL 88: 87.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-AF>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-F>>
2 WKGN	2 WIMZ-AF	2 WIMZ-AF	2 WMYU-F>	2 WMYU-F>	2 WEZK-F>	2 WIMZ-AF<	2 WEZK-F	2 WOKI-F	2 WOKI-F>	2 WMYU-F<
3 WIMZ-AF	3 WOKI-F>	3 WMYU-F	3 WIMZ-AF	3 WEZK-F	3 WMYU-F	3 WOKI-F<	3 WIMZ-AF	WMYU-F	3 WIMZ-AF	3 WOKI-F
4	4 WMYU-F	4 WOKI-F>	4 WEZK-F	4 WIMZ-AF	4	4 WEZK-F	4 WMYU-F<	4 WEZK-F<	4 WEZK-F	4 WIMZ-F
5	5	5 WEZK-F	5 WOKI-F	5 WOKI-F>>	5	5 WMYU-F	5 WOKI-F	5 WIMZ-AF	5 WMYU-F	5 WEZK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOKI-F	1 WIVK-AF>	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>	1 WIMZ-AF	1 WIVK-AF	1 WIVK-AF>	1 WIVK-AF>>	1 WIVK-AF>>
2 WIVK-AF>	2 WOKI-F	2 WMYU-F>>	2 WMYU-F	2 WMYU-F	WIVK-AF>	2 WIMZ-AF>	2 WIMZ-AF	2 WIMZ-AF>	2 WMYU-F
3 WIMZ-AF>>	3 WMYU-F	3 WOKI-F	3 WOKI-F	3 WEZK-F>	3 WOKI-F>>	3 WOKI-F>>	3 WOKI-F>	3 WOKI-F	3 WIMZ-AF>
4 WMYU-F>>	4 WIMZ-AF>>	4 WIMZ-AF	4 WIMZ-AF	4 WIMZ-AF	4 WNOX-F	4 WMYU-F	4 WMYU-F>	4 WMYU-F>	4 WOKI-F
5 WEZK-F>>	5 WEZK-F	5 WEZK-F	5 WEZK-F	5 WOKI-F	WMYU-F	5	5 WEZK-F>	5 WEZK-F	5 WEZK-F
6	6	6	6	6	WGAP >>	6	6 WCKS-F>	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		99 (1)	99 (1)	12.1	10.3
AOR/CLASSIC	2 (1)	81 (1)	83 (2)	10.1	15.9
AC/OLDIES/SOFT ROCK		109 (3)	109 (3)	13.3	18.2
MOR/VARIETY	10 (1)	4 (1)	14 (2)	1.7	
COUNTRY	53 (2)	304 2)	357 (4)	43.6	40.9
BLACK/URBAN	18 (1)		18 (1)	2.2	
BEAUTIFUL/EASY		89 (1)	89 (1)	10.9	11.5
NEWS/TALK	9 (1)		9 (1)	1.1	
NOSTALGIA	12 (1)		12 (1)	1.5	
RELIGION/GOSPEL	19 (2)		19 (2)	2.3	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	9 (1)		9 (1)	1.1	2.0
	132 (10)	686 (9)	818 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCKS-F	93.1	Karns	1.6/6.7/ 16/ 365
WGAP	1400	Maryville	1.6/3.1/ 17/ 199
WJFC	1480	JeffCity/Morris	1.0/1.0/ 9/ 52
WKGN	1340	Knoxville	2.0/3.5/ 18/ 179
WKNF-F	94.3	Oak Ridge	1.6/5.0/ 17/ 329
WKXV	900	Knoxville	0.8/2.3/ 7/ 125
WNOX-F	99.3	Jeff City/Knxvl	1.0/2.5/ 9/ 173
WQBB	1040	Powell/Knoxvill	1.4/2.4/ 14/ 166
WRJZ	620	Knoxville	1.4/4.7/ 14/ 267
WSEV	930	Sevierville	1.1/1.6/ 11/ 99
WSEV-F	105.5	Gatlinburg	0.5/1.3/ 4/ 69
WUTK	850	Knoxville	1.0/2.8/ 10/ 189

RADIO STATIONS

WKGN, 1340, 1 KW , OLDIES NBN, $ 9.00 (Roslin)
WRJZ, 620, 5 KW (DA-N) , RELIGION SMN, $ 11.00 (---)
WIVK (10 KW, 990) SIMULCASTS WITH WIVK-F
WIMZ (1 KW, 1240) SIMULCASTS WITH WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, EZ , $ 37.00 (Christal) South Central
WIMZ-F, 103.5, 100 KW @ 1723, AOR SOURCE, $ 70.00 (Christal) Stoner
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY ABC E, $ 109.00 (Katz) Dick
WMYU-F, 102.1, 15 KW @ 1990, AC US 1, $ 68.00 (Eastman) Jacor
WOKI-F, 100.3, 100 KW @ 2000, CHR ABC F, CBS, $ 34.00 (HNWH) (OAK RIDGE)
WKNF-F, 94.3, 2 KW @ 395, SOFT AC TRNSTR, $ 18.00 (---) (OAK RIDGE)

MISCELLANEOUS COMMENTS: WMYU-F sold by Jacor for $12,000,000 but this deal never closed...WMYU-F resold to Dalton for $11,200,000 (Americom)...

LANCASTER

Arbitron Rank/Pop (12+): 105/339,200
MSA Rank/Pop: 115/410,000
ADI # 46 (w/York & Harrisburg)
Average Person Ratings: 16.8
Market TSL: 22.15 hours

Stations: 27/6
Diaries: 913/372:1/60.9%
Sample Target: 730
% Below Line: 40.1
% Not Listed: 19.2

1989 Revenue: $6,700,000
HH Inc.: $29,627
Retail $: 3.1 Bil
Pop per Station: 56,533
#1 Biller: WLAN-F $2,300,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLAN-F (CHR)	63/11.1	12.3	12.6	11.3	15.3	----	73/1280	1029/30.3	29.0	28.7	95	13.0	71	1166	WLAN-F
2. WNCE-F (EZ)	55/ 9.7	11.8	11.5	12.9	12.6	----	107/1211	645/19.0	22.2	21.1	59	5.7	31	466	WNCE-F
3. WIOV-F (C)	50/ 8.8	8.2	8.0	9.2	7.9	----	61/804	647/19.1	19.3	19.1	80	8.8	48	533	WIOV-F
4. WDAC-F (REL)	49/ 8.6	8.5	8.2	9.0	8.1	----	64/680	492/14.5	14.3	13.3	88	6.1	33	486	WDAC-F
5. WARM-F (AC)	47/ 8.3	9.8	10.5	9.9	8.4	----	108/1340	696/20.5	21.1	23.8	134	8.1	44	631	WARM-F
6. WRKZ-F (C)	40/ 7.0	7.4	5.2	9.4	6.3	----	110/1189	445/13.1	15.1	14.3	123	4.8	26	383	WRKZ-F
7. WHTF-F (AOR)	29/ 5.1	4.2	5.5	6.6	5.7	----	60/835	439/12.9	12.8	13.2	137	7.9	43	528	WHTF-F
8. WQXA-F (CHR)	25/ 4.4	4.3	3.6	2.9	4.1	----	68/1242	512/15.1	13.6	14.0	73	5.5	30	473	WQXA-F
9. WYCR-F (CHR)	15/ 2.6	1.8	2.3	1.2	0.6	----	67/1170	348/10.3	8.1	9.6	96	5.0	27	439	WYCR-F
10. WWKL-F (AC)	14/ 2.5	----	----	----	----	----	29/454	211/ 6.2	0.0	0.0	164	1.3	7	145	WWKL-F

12+ FM SHARE (METRO): 93.26% (429 of 460) (FAL 88: 94.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAN-F>>	1 WLAN-F>	1 WLAN-F	1 WARM-F	1 WARM-F	1 WNCE-F	1 WLAN-F	1 WNCE-F	1 WLAN-F	1 WLAN-F<	1 WIOV-F
2 WYCR-F	2 WHTF-F	2 WARM-F	WLAN-F>	2 WLAN-F	2 WIOV-F	2 WARM-F<	2 WARM-F<	2 WDAC-F	2 WDAC-F>	2 WDAC-F
WQXA-F	3 WARM-F	3 WHTF-F	3 WRKZ-F	3 WRKZ-F	3 WDAC-F<	3 WIOV-F<	3 WLAN-F	3 WNCE-F	3 WHTF-F	3 WARM-F
4	4 WQXA-F>	4 WRKZ-F	WHTF-F	4 WDAC-F	4 WRKZ-F	4 WDAC-F	4 WIOV-F	4 WIOV-F	4 WRKZ-F	WNCE-F
5	5 WDAC-F	5 WDAC-F	5 WDAC-F	5 WHTF-F	5 WARM-F	5 WNCE-F<	5 WRKZ-F	5 WARM-F	5 WNCE-F	WLAN-F
6	6	6 WIOV-F	6 WIOV-F	WIOV-F	6	6 WRKZ-F	6 WHTF-F	6 WRKZ-F	WIOV-F	6 WRKZ-F
7	7	7	7	7	7	7	WDAC-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAN-F>	1 WLAN-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WQXA-F	1 WHTF-F	1 WHTF-F>	1 WHTF-F	1 WRKZ-F
2 WARM-F	2 WARM-F>	2 WLAN-F>	2 WLAN-F>	2 WLAN-F	WLAN-F>	2 WLAN-F>	2 WLAN-F>	WLAN-F	2 WHTF-F
3 WQXA-F>	3 WQXA-F>	3 WQXA-F	3 WIOV-F	3 WIOV-F	3 WHTF-F>	3 WQXA-F	3 WDAC-F	3 WRKZ-F>	3 WLAN-F>
4 WHTF-F>	4 WHTF-F	WDAC-F>	4 WQXA-F	4 WDAC-F	4 WYSP-F>	4 WDAC-F	4 WYCR-F	4 WDAC-F	4 WARM-F
5 WKSZ-F	5 WDAC-F	5 WHTF-F	5 WDAC-F	5 WNCE-F	5 WTPA-F	5 WYCR-F	WWKL-F	5 WWKL-F	WDAC-F
WIOV-F>>	6	6 WNCE-F>	6	6	WRKZ-F>>	WRFY-F	WRFY-F>	WARM-F	6 WWKL-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		116 (5)	116 (5)	25.2	25.9
AOR/CLASSIC		45 (5)	45 (5)	9.8	9.7
AC/OLDIES/SOFT ROCK	9 (1)	67 (4)	76 (5)	16.5	16.8
MOR/VARIETY	11 (3)		11 (3)	2.4	2.7
COUNTRY	6 (2)	90 (2)	96 (4)	20.9	15.6
BLACK/URBAN					0.6
BEAUTIFUL/EASY		59 (2)	59 (2)	12.8	13.7
NEWS/TALK	5 (1)		5 (1)	1.1	0.8
NOSTALGIA					1.7
RELIGION/GOSPEL		49 (1)	49 (1)	10.7	10.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.7	2.3
	31 (7)	429 (20)	460 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLAN	1390	Lancaster	1.6/5.6/ 9/ 191
WLPA	1490	Lancaster	1.1/5.2/ 6/ 176
KYW	1060	Philadelphia	0.9/5.2/ 6/ 221
WCTX-F	92.1	Palmyra/harris.	0.5/1.7/ 3/ 144
WEAZ-F	101.1	Philadelphia	0.7/2.0/ 5/ 93
WEEU	850	Reading	0.5/1.4/ 4/ 63
WHP	580	Harrisburg	0.4/3.8/ 9/ 272
WHP -F	97.3	Harrisburg	0.5/1.9/ 7/ 172
WHYL	960	Carlisle/harris	0.5/1.0/ 8/ 95
WIOQ-F	102.1	Philadelphia	0.4/1.6/ 2/ 54
WKSZ-F	100.3	Media	0.5/1.6/ 3/ 54
WMMR-F	93.3	Philadelphia	0.9/2.1/ 7/ 94
WNNK-F	104.1	Harrisburg	0.7/5.1/ 25/ 530
WRFY-F	102.5	Reading	1.6/5.2/ 10/ 242
WSBA	910	York	0.5/4.7/ 61/ 781
WTPA-F	93.5	Mechncsbrg/Hrsb	0.7/2.7/ 26/ 300
WYSP-F	94.1	Philadelphia	0.9/3.0/ 7/ 119

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2) , OLDIES , $ 10.00 (HNWH) Peoples
WLPA, 1490, 1 KW , NOSTALGIA NBC, $ 12.00 (Torbet) Hall

WDAC-F, 94.5, 19 KW @ 810, RELIGION , $ 27.00 (Savalli)
WIOV-F, 105.1, 50 KW @ 500, COUNTRY ABC E, $ 30.00 (HNWH)
WLAN-F, 96.9, 50 KW @ 500, CHR ABC F, ABC R, $ 47.00 (HNWH) Peoples
WNCE-F, 101.3, 7 KW @ 1300, BTFL/EZ NBC, $ 40.00 (Torbet) Hall

OTHER RANKED STATIONS -- See Philadelphia, Harrisburg or York

LANSING

Arbitron Rank/Pop (12+): 97/359,900

MSA Rank/Pop: 109/439,000
ADI # 102
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 20/14
Diaries: 908/396:1/56.6%
Sample Target: 780
% Below Line: 6.2
% Not Listed: 15.5

1989 Revenue: $12,100,000
HH Inc.: $30,114
Retail $: 3.2 Bil
Pop per Station: 25,707
#1 Biller: WVIC-AF $3,100,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	rch Cume	
1. WVIC-AF	(CHR)	111/18.5	16.2	16.2	16.5	19.4	16.9	157/2061	1412/39.2	38.2	40.8	72	19.7	130	1600	WVIC-AF
2. WITL-F	(C)	104/17.3	15.4	17.5	15.7	11.6	16.5	167/1645	965/26.8	24.6	22.8	117	14.2	94	931	WITL-F
3. WJIM-F	(EZ)	53/ 8.8	7.2	7.2	6.7	9.1	7.5	68/719	522/14.5	13.7	18.7	92	5.3	35	324	WJIM-F
4. WFMK-F	(AC)	51/ 8.5	9.5	7.9	8.7	7.3	8.6	81/1165	722/20.1	19.6	18.7	139	7.7	51	571	WFMK-F
5. WIBM-F	(O)	33/ 5.5	5.9	5.7	5.6	6.8	5.7	71/1293	588/16.3	14.3	14.4	142	4.5	30	466	WIBM-F
6. WMMQ-F	(AOR)	22/ 3.7	5.3	5.1	4.5	3.3	4.7	22/488	482/13.4	15.3	12.9	116	7.6	50	695	WMMQ-F
WGOR-F	(CHR)	22/ 3.7	4.7	4.4	6.4	5.1	4.8	32/611	475/13.2	14.8	17.1	68	5.9	39	538	WGOR-F
8. WJR	(MOR)	21/ 3.5	3.0	5.2	5.0	4.5	4.2	82/1072	356/ 9.9	11.8	13.6	106	4.1	27	305	WJR
WKKP-F	(AC)	21/ 3.5	3.2	1.5	1.9	2.1	2.5	21/525	496/13.8	7.5	7.9	151	3.9	26	361	WKKP-F
10. WJXQ-F	(AOR)	18/ 3.0	2.7	4.8	3.1	6.1	3.4	49/781	402/11.2	11.2	14.2	73	3.5	23	406	WJXQ-F
11. WILS	(B)	13/ 2.2	1.9	0.7	2.0	1.3	1.7	13/271	250/ 6.9	2.7	7.0	100	3.3	22	267	WILS
12. WXLA	(B)	9/ 1.5	4.5	1.0	1.7	0.5	2.2	9/111	111/ 3.1	2.3	2.3	107	1.8	12	186	WXLA
13. WITL	(C)	7/ 1.2	0.3	----	1.1	1.2	0.7	15/152	90/ 2.5	0.0	3.7	75	0.8	5	100	WITL
14. WJIM	(T)	6/ 1.0	0.6	1.0	0.9	2.0	0.9	7/185	162/ 4.5	3.9	5.1	60	0.5	3	96	WJIM
15.																

12+ FM SHARE (METRO): 87.57% (444 of 507) (FAL 88: 88.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-AF>>	1 WVIC-AF>>	1 WVIC-AF>	1 WITL-F	1 WITL-F>	1 WITL-F>	1 WVIC-AF>	1 WVIC-AF<	1 WVIC-AF	1 WVIC-AF>	1 WITL-F>>
2 WGOR-F	2 WITL-F	2 WITL-F>	2 WVIC-AF	2 WVIC-AF	2 WJIM-F>	2 WITL-F>>	2 WITL-F>	2 WITL-F>	2 WITL-F>	2 WVIC-F>
3	3 WFMK-F>	3 WFMK-F>	3 WFMK-F>	3 WFMK-F>	3 WFMK-F	3 WJIM-F	3 WFMK-F	3 WFMK-F	3 WJIM-F	3 WJXQ-F>
4	4 WMMQ-F	4 WIBM-F	4 WIBM-F	4 WJIM-F	4 WVIC-AF	4 WFMK-F>	4 WJIM-F	4 WJIM-F	4 WJXQ-F	4 WJIM
5	5 WJXQ-F	5 WMMQ-F<	5 WJIM-F	5 WIBM-F>	5 WIBM-F	5 WJR	5	5 WIBM-F	5 WGOR-F<	5 WJIM-F
6	6	6 WJIM-F	6	6	6	6	6	6	6 WIBM-F	6
7	7	7	7	7	7	7	7	7	7 WFMK-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-AF>>	1 WVIC-AF>>	1 WITL-F	1 WVIC-AF>	1 WITL-F>	1 WVIC-AF>>	1 WVIC-AF>>	1 WVIC-AF	1 WVIC-AF>	1 WITL-F>
2 WGOR-F	2 WITL-F	2 WVIC-AF	2 WITL-F	2 WVIC-AF<	2 WJXQ-F	2 WITL-F	2 WITL-F	2 WITL-F>	2 WVIC-AF
3 WITL-F	3 WFMK-F>	3 WFMK-F>	3 WFMK-F>	3 WFMK-F>	WITL-F	3 WFMK-F	3 WFMK-F>	3 WFMK-F	3 WFMK-F>
WFMK-F	4 WGOR-F	4 WJIM-F	4 WJIM-F	4 WJIM-F	4 WMMQ-F	4 WJXQ-F	4 WJR	4 WIBM-F	4 WIBM-F
5 WJXQ-F	5 WMMQ-F	WIBM-F	WIBM-F	5 WIBM-F	WIBM-F	5 WMMQ-F	WMMQ-F	5 WMMQ-F	5 WJIM-F
6 WMMQ-F>>	6	6 WKKP-F	6	6	WFMK-F>>	6	WJXQ-F	6 WJXQ-F	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	2 (1)	133 (3)	135 (4)	26.6	30.7	WIBM	1450	Jackson	0.0/0.2/ 3/ 78
AOR/CLASSIC		40 (2)	40 (2)	7.9	12.1				
AC/OLDIES/SOFT ROCK		109 (4)	109 (4)	21.5	19.8	CKLW	800	Windsor/Detrt	0.5/1.0/ 5/ 122
MOR/VARIETY	21 (1)		21 (1)	4.1	5.3	WJFM-F	93.7	Grand Rapids	0.7/1.7/ 16/ 123
COUNTRY	7 (1)	104 (1)	111 (2)	21.9	15.8	WKFR-F	103.3	Battle Crk/Kal	0.3/1.7/ 15/ 380
BLACK/URBAN	22 (2)		22 (2)	4.3	2.2	WOOD-F	105.7	Grand Rapids	0.8/1.7/ 33/ 549
BEAUTIFUL/EASY		58 (2)	58 (2)	11.4	14.1	WWJ	950	Detroit	0.3/1.2/ 3/ 129
NEWS/TALK	8 (2)		8 (2)	1.6					
NOSTALGIA	3 (1)		3 (1)	0.6					
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	63 (9)	444 (12)	507 (21)						

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-3)	, BLACK	CBS, $	14.00 (Christal)	MacDonald	
WJIM, 1240, 1 KW	, TALK	NBC, $	15.00 (Torbet)	Double L	
WXLA, 1180, 1 KW (DAYS,DA)	, BLACK	, $	11.00 (Roslin)		(DIMONDALE)
WGOR-F, 92.1, 3 KW @ 300	, CHR	CBS, $	20.00 (Mc-Guild)		(ST. JOHNS)
WFMK-F, 99.1, 28 KW @ 600	, AC	, $	39.00 (Republic)	Liggett	
WIBM-F, 94.1, 40 KW @ 560	, OLDIES	US 2, $	30.00 (MMR)		(JACKSON)
WITL-F, 100.7, 27 KW @ 680	, COUNTRY	ABC E, $	54.00 (Banner)		
WJIM-F, 97.5, 28 KW @ 440	, BTFL/EZ	NBC, $	30.00 (Torbet)	Double L	
WKXQ-F, 106.1, 50 KW @ 500	, AOR	ABC R, $	26.00 (Christal)		(JACKSON)
WKKP-F, 101.7, 3 KW @ 150	, AC	CBS, $	24.00 (Christal)	MacDonald	
WMMQ-F, 92.7, 1.5 KW @ 450	, CLASSIC AOR	SOURCE, NBC, $	29.00 (HNWH)		(CHARLOTTE)
WVIC-F, 94.9, 49 KW @ 500	, CHR	, $	70.00 (Katz)	Goodrich	

MISCELLANEOUS COMMENTS: WVIV now simulcasting with WVIC-F

LAS VEGAS

Arbitron Rank/Pop (12+): 64/547,400

MSA Rank/Pop: 83/658,000
ADI # 93
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 21/21
Diaries: 1013/540:1/49.3%
Sample Target: 910
% Below Line: 0.0
% Not Listed: 19.0

1989 Revenue: $20,100,000
HH Inc.: $27,953
Retail $: 5.2 Bil
Pop per Station: 26,066
#1 Biller: KFMS-AF $3,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFMS-AF (C)	113/12.0	10.8	11.3	13.2	11.4	11.8	115/1211	1142/20.9	17.8	19.0	136	11.4	105	974	KFMS-AF
2. KLUC-F (CHR)	97/10.3	8.7	10.0	7.6	9.1	9.1	99/1395	1339/23.9	22.3	23.2	69	15.6	150	1532	KLUC-F
3. KXTZ-F (EZ)	87/ 9.3	7.9	8.5	12.4	10.3	9.5	89/825	789/14.4	14.6	14.3	53	5.9	57	595	KXTZ-F
4. KORK (BB)	54/ 5.8	5.6	3.1	3.8	4.3	4.6	55/408	392/ 7.2	7.1	8.5	38	2.7	26	317	KORK
5. KYRK-F (CHR)	47/ 5.0	6.5	5.3	5.1	6.4	5.5	50/1016	957/17.5	16.5	16.8	64	6.6	64	1185	KYRK-F
6. KKLZ-F (AOR)	46/ 4.9	5.6	5.7	5.9	8.0	5.5	50/692	671/12.3	12.4	14.7	129	7.5	72	611	KKLZ-F
7. KUDA-F (O)	44/ 4.7	3.9	4.7	4.2	1.3	4.4	48/642	628/11.5	11.9	4.1	128	4.8	46	466	KUDA-F
8. KOMP-F (AOR)	35/ 3.7	4.8	6.3	5.9	5.0	5.2	36/597	571/10.4	11.0	14.0	122	6.1	59	765	KOMP-F
KMZQ-F (AC)	35/ 3.7	5.8	4.2	4.7	5.5	4.6	36/643	612/11.2	10.5	13.0	111	2.8	27	424	KMZQ-F
10. KEYV-F (J/NA)	34/ 3.6	1.4	2.9	2.0	2.3	2.5	34/389	386/ 7.1	7.5	5.7	139	3.1	30	388	KEYV-F
11. KRLV-F (AC)	32/ 3.4	3.9	5.3	4.2	4.2	4.2	32/542	520/ 9.5	10.6	9.7	132	2.7	26	437	KRLV-F
12. KWNR-F (AC)	25/ 2.7	2.4	2.6	2.5	2.3	2.5	27/433	393/ 7.2	8.4	10.1	159	1.3	13	186	KWNR-F
13. KLTN-F (AC)	22/ 2.3	1.8	1.1	----	----	1.3	22/370	365/ 6.7	4.8	0.0	170	2.0	19	217	KLTN-F
14. KNUU (N/T)	20/ 2.1	2.6	2.5	3.1	2.3	2.6	20/395	391/ 7.1	7.3	6.2	81	1.9	18	263	KNUU
15. KJUL-F (AC)	15/ 1.6	1.6	0.7	----	----	1.0	16/319	307/ 5.6	2.6	0.0	150	1.1	11	171	KJUL-F
KDWN (T)	15/ 1.6	2.7	3.9	1.9	2.8	2.5	16/303	292/ 5.3	8.0	6.6	81	2.3	69	831	KDWN
17.															
18.															
19.															
20. 12+ FM SHARE (METRO): 84.36% (642 of 761) (FAL 88: 83.55%)															

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F	1 KLUC-F>	1 KFMS-AF	1 KFMS-AF>>	1 KFMS-AF>>	1 KXTZ-F<	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KXTZ-F
2 KYRK-F	2 KKLZ-F>	2 KLUC-F>	2 KLUC-F	2 KLUC-F	2 KFMS-AF>	2 KLUC-F	2 KLUC-F<	2 KLUC-F	2 KLUC-F	2 KFMS-F
3	3 KFMS-AF	3 KKLZ-F	3 KKLZ-F	3 KKLZ-F	3 KORK >	3 KXTZ-F>	3 KXTZ-F>	3 KXTZ-F>	3 KYRK-F	3 KDWN
4	4 KOMP-F	4 KUDA-F	4 KUDA-F>	4 KUDA-F	4 KUDA-F	4 KORK	4 KKLZ-F	4 KYRK-F	4 KORK <	4 KLUC-F
5	5 KYRK-F	5 KOMP-F	5 KWNR-F	5 KEYV-F<	5 KEYV-F	5 KKLZ-F	5 KUDA-F	5 KUDA-F<	5 KXTZ-F	5
6	6	6	KOMP-F	6 KXTZ-F	6	6	6 KORK	6 KORK	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KLUC-F>>	1 KLUC-F>	1 KFMS-AF>	1 KLUC-F	1 KFMS-AF>
2 KYRK-F	2 KFMS-AF	2 KWNR-F	2 KFMS-AF>	2 KLUC-F
KRLV-F	3 KKLZ-F	3 KLUC-F	3 KRLV-F	3 KXTZ-F
KMZQ-F	4 KYRK-F	4 KKLZ-F	4 KMZQ-F	4 KRLV-F
5 KOMP-F	KWNR-F	5 KYRK-F	5 KKLZ-F	5 KMZQ-F
KKLZ-F	KRLV-F	KRLV-F	6	6 KWNR-F
	7 KMZQ-F	7 KMZQ-F		KEYV-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLUC-F>>	1 KKLZ-F	1 KKLZ-F>	1 KFMS-AF	1 KFMS-AF>
2 KKLZ-F>	2 KLUC-F	2 KFMS-AF	2 KLUC-F<	2 KKLZ-F
3 KYRK-F	3 KOMP-F>	KOMP-F>	3 KKLZ-F	3 KUDA-F
KOMP-F	4 KFMS-AF	4 KLUC-F	4 KUDA-F	4 KOMP-F
5 KUDA-F	5 KYRK-F	5 KWNR-F	5 KOMP-F	KLUC-F
KMTW	6	6 KLTN-F	6	6 KEYV-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		144 (2)	144 (2)	18.9	19.2
AOR/CLASSIC		81 (2)	81 (2)	10.6	16.8
AC/OLDIES/SOFT ROCK	10 (1)	185 (7)	195 (8)	25.6	19.5
MOR/VARIETY					
COUNTRY	2 (1)	111 (1)	113 (2)	14.8	14.2
BLACK/URBAN	13 (1)		13 (1)	1.7	1.1
BEAUTIFUL/EASY		87 (1)	87 (1)	11.4	12.7
NEWS/TALK	35 (2)		35 (2)	4.6	6.8
NOSTALGIA	54 (1)		54 (1)	7.1	5.3
RELIGION/GOSPEL	5 (1)		5 (1)	0.7	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		34 (1)	34 (1)	4.5	2.8
UNKNOWN/OTHERS					1.6
	119 (7)	642 (14)	761 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KENO	1460	Las Vegas	1.1/3.3/ 10/ 182
KMTW	1340	Las Vegas	1.4/2.7/ 13/ 148
KREL	1280	Henderson/LosVg	0.5/1.9/ 5/ 104
KRRI-F	105.5	Boulder Cty/LV	1.3/4.6/ 13/ 264

RADIO STATIONS

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KDWN,  720,  50 KW (DA-N)      , TALK                    , $  19.00 (Roslin)
KENO, 1460,   5 KW/1 KW (DA-N) , OLDIES                  , $  16.00 (Christal)     Lotus
KNUU,  970,   5 KW/500 W (DA-2), NEWS/TALK       MBS, CBS, $  15.00 (---)
KORK,  920,   5 KW/500 W (DA-2), NOSTALGIA          ABC I, $  19.00 (MMR)          Anchor

KEYV-F,  93.1,  50 KW @  100, JAZZ/NAC                   , $  29.00 (HNWH)
KFMS-F, 101.9, 100 KW @ 1110, COUNTRY                    , $  61.00 (Katz)
KJUL-F, 104.3, 100 KW @ 1115, AC                      APR, $  20.00 (---)          Ragan Henry
KKLZ-F,  96.3, 100 KW @ 1170, CLASSIC AOR                , $  34.00 (Banner)
KLTN-F, 103.5, 100 KW @ 1042, AC                   TRNSTR, $  20.00  (K & P)
KLUC-F,  98.5, 100 KW @ 1180, CHR   |                 UPI, $  60.00 (Mc-Guild)     Nationwide
KMZQ-F, 100.5,  98 KW @ 1180, AC                         , $  46.00 (Eastman)      Commonwealth

KOMP-F,  92.3, 100 KW @ 1520, AOR                        , $  35.00 (Christal)     Lotus
KRLV-F, 106.5, 100 KW @ 1155, SOFT AC                    , $  28.00 (Eastman)
KRRI-F, 105.5,  50 KW @ 1450, OLDIES                  MBS, $  20.00 (Torbet)
KUDA-F, 107.5,  25 KW @ 3726, OLDIES                     , $  30.00 (Katz)         Americom (Quinn)
KWNR-F,  95.5, 100 KW @ 1120, OLDIES                     , $  26.00 (Torbet)
KXTZ-F,  94.1, 100 KW @ 1250, BTFL/EZ                    , $  44.00 (Durpetti)     Parker
KYRK-F,  97.1,  50 KW @ 1950, CHR                        , $  33.00 (MMR)          Anchor
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CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
KRSR changes to KLUC-A	KLUC-F changes format to CHR	

LEXINGTON

Arbitron Rank/Pop (12+): 125/286,700
MSA Rank/Pop: 139/347,400
ADI # 69
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 16/14
Diaries: 754/380:1/57.4%
Sample Target: 670
% Below Line: 0.8
% Not Listed: 15.6

1989 Revenue: $12,100,000
HH Inc.: $25,994
Retail $: 2.9 Bil
Pop per Station: 20,478
#1 Biller: WVLK-F $2,700,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVLK-F	(C)	88/18.1	19.9	18.3	15.4	16.5	----	245/2644	949/33.1	33.2	32.4	119	18.2	87	830	WVLK-F
2. WLAP-F	(CHR)	66/13.6	16.1	11.4	13.9	15.5	----	163/1951	900/31.4	34.1	26.8	87	18.0	86	1010	WLAP-F
3. WKQQ-F	(AOR)	58/11.9	14.0	10.5	14.9	13.0	----	93/1351	722/25.2	27.2	24.1	91	15.7	75	878	WKQQ-F
4. WCKU-F	(B)	44/ 9.0	9.1	10.5	----	----	----	51/525	417/14.5	15.6	16.4	70	13.0	62	612	WCKU-F
5. WVLK	(MOR)	40/ 8.2	6.6	8.9	9.9	8.8	----	48/745	579/20.2	14.9	23.6	105	6.5	31	411	WVLK
6. WTKT-F	(AC)	27/ 5.5	1.7	2.2	3.7	3.8	----	30/518	419/14.6	10.6	11.5	149	6.5	31	463	WTKT-F
7. WBBE	(BB)	18/ 3.7	2.1	3.4	2.7	3.0	----	25/285	138/ 4.8	3.9	6.1	19	1.9	9	72	WBBE
8. WJMM-F	(REL)	16/ 3.3	1.9	2.0	1.7	2.8	----	25/303	192/ 6.7	7.0	8.1	170	2.7	13	207	WJMM-F
9. WCOZ-F	(AC)	15/ 3.1	4.9	5.8	5.5	4.3	----	21/417	346/12.1	11.7	14.0	145	2.3	11	281	WCOZ-F
10. WCGW	(REL)	13/ 2.7	1.1	2.7	2.7	2.0	----	31/352	92/ 3.2	4.0	3.8	56	1.5	7	95	WCGW
11. WLAP	(AC)	11/ 2.3	3.4	2.7	3.2	3.3	----	28/602	316/11.0	8.3	8.8	96	1.3	6	149	WLAP
12. WLFX-F	(CHR)	7/ 1.4	2.3	5.6	7.9	9.5	----	17/492	314/11.0	10.6	19.2	79	2.5	12	429	WLFX-F

12+ FM SHARE (METRO): 78.10% (321 of 411) (FAL 88: 76.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAP-F>>	1 WKQQ-F<	1 WVLK-F<	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>>	1 WVLK-F>	1 WVLK-F>	1 WVLK-F	1 WVLK-F<	1 WVLK >>
2 WKQQ-F	2 WLAP-F>	2 WLAP-F<	2 WLAP-F	2 WLAP-F	2 WVLK >	2 WLAP-F>	2 WLAP-F	2 WKQQ-F	2 WCKU-F	2 WVLK-F
3 WCKU-F	3 WCKU-F	3 WKQQ-F>	3 WKQQ-F	3 WKQQ-F	3 WBBE	3 WKQQ-F	3 WKQQ-F>	3 WLAP-F>	3 WLAP-F	3 WLAP-F
4	4 WVLK-F	4 WCKU-F	4 WTKT-F>	4 WVLK	4 WCKU-F	4 WVLK	4 WTKT-F	4 WCKU-F>	4 WKQQ-F>	4 WCKU-F>
5	WTKT-F	5 WTKT-F	5 WVLK	5 WTKT-F	5 WJMM-F	5 WCKU-F	5 WVLK	5 WTKT-F	5 WVLK	5 WKQQ-F>>
6	6	6	WCKU-F	6 WCKU-F	6	6	6	6 WVLK	6	6
7	7	7	7 WJMM-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAP-F>>	1 WLAP-F>>	1 WLAP-F>	1 WLAP-F>	1 WVLK-F	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F>>	1 WKQQ-F	1 WVLK-F
2 WCKU-F	2 WTKT-F	2 WTKT-F>	2 WVLK-F>	2 WLAP-F>	2 WCKU-F>	2 WVLK-F	2 WVLK-F	2 WHAS >	2 WKQQ-F>
3 WKQQ-F>>	WCKU-F	3 WVLK-F>	3 WTKT-F	3 WTKT-F>	3 WLAP-F	3 WLAP-F	3 WVLK	3 WCKU-F	3 WVLK >
4 WTKT-F	4 WKQQ-F>	4 WKQQ-F	WCKU-F	4 WCKU-F	4 WVLK-F>>	WCKU-F>	4 WTKT-F	4 WLAP-F	4 WCKU-F
WCGW >>	5 WVLK-F	5 WCKU-F>>	5 WKQQ-F	5 WVLK	5 WTKT-F	5 WVLK	5 WLAP-F>	5 WVLK-F	5 WTKT-F
6	6	6	6	WKQQ-F	WLFX-F	WTKT-F	6 WCOZ-F>	6	WLAP-F
	7		7	WJMM-F	7	7	7	7	WJMM-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		73 (2)	73 (2)	17.8	19.7
AOR/CLASSIC		58 (1)	58 (1)	14.1	12.2
AC/OLDIES/SOFT ROCK	13 (2)	42 (2)	55 (4)	13.4	10.6
MOR/VARIETY	44 (3)		44 (3)	10.7	14.8
COUNTRY		88 (1)	88 (1)	21.4	21.2
BLACK/URBAN		44 (1)	44 (1)	10.7	12.1
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	18 (1)		18 (1)	4.4	3.9
RELIGION/GOSPEL	15 (2)	16 (1)	31 (3)	7.5	5.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	90 (8)	321 (8)	411 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHRS	1380	Windchester	0.4/1.7/ 2/ 55
WLXG	1300	Lexington	0.4/4.8/ 6/ 244
WHAS	840	Louisville	0.4/3.7/ 45/ 885
WLW	700	Cincinnati	0.4/3.8/ 8/ 394

RADIO STATIONS

WBBE,	1580,	10 KW/45 W (DA-1) ,	NOSTALGIA	,	$ 14.00 (Republic)		(GEORGETOWN)
WLAP,	630,	5 KW/1 KW (DA-2) ,	OLDIES	CBS, US 2,	$ 17.00 (Mc-Guild)	Trumper	
WLXG,	1300,	2.5 KW/1 KW (DA-N) ,	OLDIES	NBC,	$ 14.00 (HNWH)	Martin	
WVLK,	590,	5 KW/1 KW (DA-2) ,	MOR	ABC I,	$ 40.00 (Katz)	Bluegrass	
WCGW,	770,	1 KW (DAYS) ,	GOSPEL	,	$ 10.00 (---)	Mortenson	(NICHOLASVILLE)
WCKU-F,	102.5,	2 KW @ 350,	BLACK	,	$ 20.00 (---)		(NICHOLASVILLE)
WCOZ-F,	96.7,	3 KW @ 300,	SOFT AC	NBC,	$ 19.00 (HNWH)	Martin	(PARIS)
WJMM-F,	106.3,	3 KW @ 316,	RELIGION	,	$ 15.00 (---)	Mortenson	
WKQQ-F,	98.1,	100 KW @ 551,	AOR	,	$ 50.00 (Christal)	Village	
WLAP-F,	94.5,	100 KW @ 660,	CHR	,	$ 48.00 (Mc-Guild)	Trumper	
WLFX-F,	100.1,	1 KW @ 460,	CHR	,	$ 25.00 (Durpetti)	Premier	(WINCHESTER)
WTKT-F,	103.1,	3 KW @ 300,	OLDIES	,	$ 18.00 (Republic)		(GEORGETOWN)
WVLK-F,	92.9,	100 KW @ 854,	COUNTRY	,	$ 60.00 (Katz)	Bluegrass	

MISCELLANEOUS COMMENTS: WMGB-F changes to WTKT and format from AC to OLDIES...

LITTLE ROCK

Arbitron Rank/Pop (12+): 81/426,300

MSA Rank/Pop: 96/524,000
ADI # 55
Average Person Ratings: 16.6
Market TSL: 22.25 hours

Stations: 18/18
Diaries: 862/495:1/58.6%
Sample Target: 820
% Below Line: 0.0
% Not Listed: 9.7

1989 Revenue: $13,900,000
HH Inc.: $26,875
Retail $: 3.8 Bil
Pop per Station: 23,683
#1 Biller: KSSN-F $4,100,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F (C)	125/17.7	20.7	20.3	20.3	20.6	----	240/3029	1373/32.2	36.7	32.5	107	23.2	163	1448	KSSN-F
2. KIPR-F (B)	74/10.5	9.7	9.9	7.5	3.2	----	108/900	600/14.1	12.5	12.2	95	12.8	90	740	KIPR-F
3. KMJX-F (AOR)	66/ 9.3	5.3	5.6	5.7	4.9	----	105/1227	772/18.1	13.2	13.2	118	12.1	85	841	KMJX-F
4. KEZQ-F (EZ)	63/ 8.9	8.3	9.0	11.2	8.8	----	100/1183	704/16.5	16.7	18.3	75	5.0	35	431	KEZQ-F
5. KKYK-F (CHR)	60/ 8.5	9.4	9.6	11.6	10.5	----	113/2207	1060/24.9	26.8	26.7	94	7.8	55	1064	KKYK-F
6. KOLL-F (O)	53/ 7.5	3.3	3.7	2.9	2.1	----	93/1256	708/16.6	11.3	9.9	147	7.0	49	566	KOLL-F
7. KARN (N/T)	50/ 7.1	7.9	7.6	6.2	6.8	----	55/808	642/15.1	15.3	14.9	59	4.1	29	479	KARN
8. KZOU-F (CHR)	44/ 6.2	6.4	8.2	6.8	9.1	----	100/1625	780/18.3	21.8	20.7	81	9.5	67	966	KZOU-F
9. KHLT-F (AC)	35/ 4.9	6.0	5.2	6.4	6.9	----	57/1008	547/12.8	14.6	15.6	122	5.4	38	561	KHLT-F
10. KWTD-F (B)	16/ 2.3	3.6	2.6	3.2	6.0	----	16/336	336/ 7.9	8.1	6.2	117	3.6	25	330	KWTD-F
11. KBIS (N/T)	14/ 2.0	1.8	1.7	0.4	3.4	----	17/268	194/ 4.6	5.2	4.3	85	0.6	4	139	KBIS

12+ FM SHARE (METRO): 84.98% (543 of 639) (FAL 88: 84.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIPR-F>	1 KMJX-F	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>	1 KIPR-F>	1 KSSN-F
2 KZOU-F	2 KSSN-F	2 KMJX-F	2 KMJX-F<	2 KOLL-F	2 KEZQ-F	2 KKYK-F	2 KEZQ-F>	2 KMJX-F<	2 KMJX-F	KIPR-F>
KKYK-F	3 KIPR-F	3 KIPR-F	3 KOLL-F	KMJX-F	3 KARN >	3 KMJX-F	3 KHLT-F<	3 KIPR-F	3 KSSN-F	3 KARN >
4	4 KKYK-F	4 KOLL-F<	4 KIPR-F	4 KIPR-F	4 KOLL-F	4 KEZQ-F	4 KOLL-F	4 KOLL-F	4 KKYK-F>	4 KOLL-F
5	5 KZOU-F	5 KKYK-F	5 KKYK-F	5 KKYK-F	5	5 KARN	KMJX-F	5 KKYK-F<	5 KZOU-F	5
6	6	6	6	6	6	6 KIPR-F	KKYK-F	6 KEZQ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSSN-F	1 KIPR-F	1 KKYK-F	1 KSSN-F	1 KSSN-F>	1 KMJX-F>>	1 KMJX-F>>	1 KMJX-F>	1 KSSN-F<	1 KSSN-F>
KIPR-F	2 KSSN-F	2 KMJX-F	2 KIPR-F	2 KIPR-F	2 KKYK-F	2 KSSN-F	2 KSSN-F>	2 KMJX-F>	2 KMJX-F
3 KZOU-F	KKYK-F	KIPR-F	3 KKYK-F	3 KOLL-F	3 KSSN-F	3 KIPR-F	3 KIPR-F>	3 KOLL-F	3 KOLL-F>
4 KKYK-F	4 KZOU-F	4 KSSN-F	4 KZOU-F	4 KKYK-F	KIPR-F>	4 KKYK-F>	4 KOLL-F	4 KIPR-F	4 KIPR-F
5 KMJX-F	KMJX-F	5 KZOU-F	5 KOLL-F	5 KEZQ-F	5 KZOU-F	5 KZOU-F	5 KKYK-F	5 KKYK-F	5 KKYK-F
KHLT-F>>	6	KOLL-F	KMJX-F	6 KMJX-F	6 KHLT-F	KOLL-F	6 KZOU-F	6	6
			7 KHLT-F	KHLT-F					

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	16.3	20.2
AOR/CLASSIC		66 (1)	66 (1)	10.3	10.6
AC/OLDIES/SOFT ROCK		88 (2)	88 (2)	13.8	8.3
MOR/VARIETY					
COUNTRY		125 (1)	125 (1)	19.6	23.1
BLACK/URBAN		90 (2)	90 (2)	14.1	14.1
BEAUTIFUL/EASY		63 (1)	63 (1)	9.9	10.2
NEWS/TALK	64 (2)		64 (2)	10.0	8.6
NOSTALGIA					
RELIGION/GOSPEL	27 (4)		27 (4)	4.2	4.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	5 (2)	7 (1)	12 (3)	1.9	0.5
	96 (8)	543 (10)	639 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAAY	1090	Little Rock	1.0/4.3/ 14/ 372
KITA	1440	Little Rock	1.4/3.0/ 11/ 162
KLRA	1530	England	0.3/0.8/ 2/ 35
KLRA-F	96.5	England	1.0/1.3/ 7/ 82
KMTL	760	Sherwood/LtlRck	0.7/2.5/ 10/ 240
KWNN	1050	Little Rock	0.7/1.6/ 5/ 82
KZOU	1250	Little Rock	0.4/1.1/ 3/ 46

RADIO STATIONS

KARN, 920, 5 KW (DA-2) , NEWS/TALK CBS, $ 32.00 (Banner)
KBIS, 1010, 10 KW/5 KW (DA-N) , TALK NBC, $ 20.00 (Christal) Signal
KITA, 1440, 5 KW/50 W , RELIGION , $ 13.00 (---)

KEZQ-F, 100.3, 44 KW @ 1369, BTFL/EZ , $ 37.00 (Eastman)
KHLT-F, 94.1, 100 KW @ 760, AC , $ 39.00 (Christal) Signal
KIPR-F, 92.3, 100 KW @ 938, BLACK , $ 23.00 (Banner) (PINE BLUFF)
KKYK-F, 103.7, 96 KW @ 1510, CHR , $ 50.00 (Banner) Sheppard

KMJX-F, 105.1, 79 KW @ 1054, AOR ABC R, $ 38.00 (HNWH) Coastal
KSSN-F, 95.7, 100 KW @ 1664, COUNTRY ABC E, $ 85.00 (Katz) Southern Skies
KWTD-F, 106.3, 3 KW @ 290, BLACK MBS, $ 21.00 (Roslin) Willis (LONOKE)
KOLL-F, 94.9, 100 KW @ 1843, OLDIES , $ 25.00 (Durpetti) South. Starr (P.BLUFF)
KZOU-F, 98.5, 99 KW @ 860, CHR , $ 35.00 (Christal)

MISCELLANEOUS COMMENTS: KHLT changes to KBIS and format from AC to BUSINESS NEWS (Nov)...KZLR changes to KOLL and format from AOR to OLDIES (Sep)...KWTD-F (Lonoke) sold to Willis for $445,000...KEZQ-F sold for $3,250,000 (CEA)...KEZQ-A sold to Willis for $250,000...

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,265,900
MSA Rank/Pop: 2/11,800,000
ADI # 2
Average Person Ratings: 17.8
Market TSL: 23.50 hours

Stations: 42/42
Diaries: 4584/2021:1/50.6%
Sample Target: 3650
% Below Line: 0.0
% Not Listed: 11.7

1989 Revenue: $385,000,000
HH Inc.: $33,525
Retail $: 88.0 Bil
Pop per Station: 220,616
#1 Biller: KABC $35,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPWR-F	(CHR)	1016/ 6.2	6.1	7.1	6.4	7.2	6.4	1064/17164	15841/17.1	18.1	18.8	60	7.7	1229	15913	KPWR-F
2. KOST-F	(AC)	946/ 5.7	6.8	6.1	5.6	5.4	6.1	1097/16818	14414/15.6	16.4	14.7	116	4.9	783	9325	KOST-F
3. KIIS-F	(CHR) **	890/ 5.4	6.2	4.9	6.2	5.8	5.7	1053/19685	16687/18.0	19.7	18.9	89	7.1	1129	18387	KIIS-F
4. KABC	(T)	764/ 4.6	4.3	5.2	4.9	5.3	4.8	814/11112	10004/10.8	12.7	12.5	78	5.2	832	8824	KABC
5. KLOS-F	(AOR)	694/ 4.2	4.1	3.8	4.6	3.6	4.2	982/14166	10325/11.1	10.3	10.0	129	6.5	1032	10911	KLOS-F
6. KBIG-F	(AC)	651/ 4.0	3.6	4.3	4.0	3.3	4.0	750/10667	9005/ 9.7	10.8	9.6	117	2.6	419	4893	KBIG-F
7. KQLZ-F	(CHR)	626/ 3.8	5.5	4.3	2.7	2.8	4.1	868/13239	10221/11.0	12.6	8.5	61	4.8	756	10769	KQLZ-F
8. KWKW	(SP)	573/ 3.5	2.7	2.2	2.3	1.3	2.7	577/4943	4919/ 5.3	3.8	2.5	134	1.8	278	3049	KWKW
9. KNX	(N/T)	559/ 3.4	2.8	3.3	3.6	3.5	3.3	717/15583	12189/13.2	13.0	13.5	82	2.6	411	7996	KNX
10. KLVE-F	(SP)	522/ 3.2	3.2	1.8	2.3	2.8	2.6	566/6891	6187/ 6.7	4.7	6.0	109	2.0	315	3628	KLVE-F
11. KTWV-F	(J/NA)	504/ 3.1	2.8	2.5	3.4	3.3	3.0	594/10002	8359/ 9.0	8.5	8.5	139	3.3	521	6052	KTWV-F
12. KTNQ	(SP)	450/ 2.7	1.9	2.5	1.6	2.8	2.2	466/4767	4496/ 4.9	5.0	5.2	104	2.3	365	3398	KTNQ
13. KRTH-F	(O)	439/ 2.7	2.8	3.1	3.3	3.2	3.0	581/12020	9344/10.1	10.2	12.2	144	2.6	412	6788	KRTH-F
14. KFWB	(N)	431/ 2.6	3.1	3.0	2.9	3.1	2.9	474/12317	11210/12.1	12.6	12.9	69	2.6	405	7823	KFWB
15. KJOI-F	(EZ)	415/ 2.5	4.6	4.1	4.5	4.6	3.9	476/7513	6761/ 7.3	9.5	9.5	80	2.8	439	4553	KJOI-F
16. KROQ-F	(AOR)	414/ 2.5	2.5	2.3	3.0	3.2	2.6	507/8155	6764/ 7.3	7.3	9.4	72	4.1	651	9145	KROQ-F
17. KJLH-F	(B)	372/ 2.3	1.9	2.2	2.3	2.3	2.2	373/5288	5163/ 5.6	5.9	5.7	109	2.9	453	6020	KJLH-F
18. KZLA-F	(C)	363/ 2.2	2.3	2.0	2.3	2.6	2.2	404/6004	5337/ 5.8	5.4	5.9	132	3.1	487	3226	KZLA-F
19. KLSX-F	(AOR)	360/ 2.2	2.0	1.8	2.5	2.3	2.1	422/8532	7356/ 7.9	7.4	8.3	136	2.7	432	6241	KLSX-F
20. KMPC	(BB)	343/ 2.1	2.7	2.5	2.3	2.1	2.4	425/7726	6424/ 6.9	7.4	7.7	57	1.9	295	3775	KMPC
21. KACE-F	(B)	311/ 1.9	1.2	1.3	0.9	1.4	1.3	312/4123	4078/ 4.4	3.8	4.6	105	1.7	272	3208	KACE-F
22. KODJ-F	(O)	292/ 1.8	2.0	2.0	1.1	1.2	1.7	386/7299	5656/ 6.1	6.9	4.9	117	1.4	219	4031	KODJ-F
23. KFI	(T)	273/ 1.7	1.6	1.8	1.3	1.3	1.6	405/7866	5404/ 5.8	6.1	4.8	100	1.9	297	3754	KFI
24. KKGO-F	(J/NA)	228/ 1.4	1.0	1.2	1.1	1.0	1.2	258/5345	4686/ 5.1	3.7	3.4	93	1.5	242	3368	KKGO-F
25. KSKQ	(SP)	208/ 1.3	1.1	1.0	1.1	1.2	1.1	208/2566	2566/ 2.8	2.3	2.4	123	0.5	78	1508	KSKQ
26. KLIT-F	(AC)	196/ 1.2	1.2	0.7	0.9	0.7	1.0	219/5014	4554/ 4.9	2.7	2.8	133	1.1	180	2954	KLIT-F
KLAC	(C)	196/ 1.2	0.8	1.2	1.2	1.0	1.1	225/4484	3731/ 4.0	5.1	3.5	83	0.6	99	2233	KLAC
28. KGFJ	(B)	182/ 1.1	0.7	0.8	0.6	0.6	0.8	182/2230	2219/ 2.4	1.9	1.9	145	0.7	106	1582	KGFJ
29. KALI	(SP)	170/ 1.0	0.8	1.0	1.2	0.8	1.0	172/2564	2531/ 2.7	2.1	2.4	90	0.7	105	1911	KALI
30. KRLA	(O)	163/ 1.0	0.8	0.9	0.8	1.2	0.9	171/3483	3234/ 3.5	4.2	3.8	100	0.9	149	1623	KRLA

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 67.86% (9865 of 14537) (FAL 88: 64.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>	1 KPWR-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC >	1 KABC	1 KOST-F	1 KPWR-F	1 KOST-F<	1 KABC >>
2 KII[illegible]-F	2 KLOS-F	2 KPWR-F<	2 KLOS-F	2 KLOS-F	2 KNX <	2 KLOS-F	2 KBIG-F	2 KIIS-F	2 KPWR-F	2 KFWB <
3 KQLZ-F	3 KIIS-F	3 KLOS-F<	3 KIIS-F	3 KIIS-F<	3 KOST-F	3 KPWR-F<	3 KPWR-F	3 KOST-F	3 KIIS-F	3 KNX >>
4	4 KOST-F	4 KIIS-F>	4 KBIG-F<	4 KWKW	4 KFWB <	4 KIIS-F	KIIS-F>	4 KQLZ-F	4 KABC	4 KWKW
5	5 KQLZ-F	5 KWKW	5 KWKW	KBIG-F	5 KBIG-F<	5 KNX <	5 KABC	5 KBIG-F	5 KQLZ-F	5 KOST-F>>
6	6 KLVE-F	KQLZ-F<	KTWV-F	6 KTWV-F	6 KJOI-F	6 KOST-F	6 KLOS-F	6 KLOS-F	6 KNX	6 KIIS-F
7	7 KROQ-F	7 KLVE-F	7 KRTH-F	7 KRTH-F	7 KTWV-F	7 KWKW	7 KWKW <	7 KTWV-F<	7 KTWV-F	7 KBIG-F<
8	8 KWKW	KBIG-F	KPWR-F	8 KPWR-F<	8 KWKW	8 KBIG-F<	8 KTWV-F	8 KNX	8 KWKW	8 KTWV-F
9	9 KBIG-F	9 KTWV-F	9 KLVE-F	9 KABC <	KMPC <	9 KFWB	KRTH-F<	9 KLVE-F	K[illegible]VE-F	KFI <
10	10 KLSX-F	10 KRTH-F	10 KABC	10 KLVE-F	10 KRTH-F	10 KTNQ	10 KQLZ-F	10 KWKW	10 KROQ-F	10 KPWR-F
								KROQ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPWR-F>	1 KPWR-F<	1 KOST-F>	1 KOST-F	1 KOST-F
2 KIIS-F	2 KOST-F	2 KBIG-F<	2 KPWR-F	2 KBIG-F
3 KOST-F	3 KIIS-F>	3 KIIS-F	3 KIIS-F	3 KIIS-F<
4 KQLZ-F>	4 KQLZ-F<	4 KLVE-F<	4 KBIG-F	4 KWKW
5 KROQ-F<	5 KLVE-F<	5 KLOS-F<	5 KWKW <	5 KPWR-F
6 KACE-F	6 KBIG-F<	6 KPWR-F	6 KLVE-F	6 KRTH-F
7 KLVE-F	7 KLOS-F	7 KTWV-F	7 KLOS-F<	7 KTWV-F
8 KLOS-F	8 KACE-F	8 KWKW	8 KQLZ-F	KLVE-F
9 KJLH-F>	9 KJLH-F	9 KQLZ-F	9 KRTH-F	9 KLOS-F
10 KBIG-F	10 KWKW	KJLH-F	KACE-F	10 KABC
	KTNQ			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPWR-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>
2 KQLZ-F	2 KPWR-F	2 KIIS-F	2 KPWR-F	2 KOST-F
3 KLOS-F	3 KQLZ-F	3 KLSX-F<	3 KIIS-F<	3 KTWV-F
4 KROQ-F	4 KIIS-F	4 KWKW	4 KOST-F	4 KIIS-F
5 KIIS-F	5 KROQ-F	KPWR-F	5 KQLZ-F	5 KWKW
6 KNAC-F<	6 KLSX-F<	6 KROQ-F	6 KWKW	KABC
7 KLVE-F	7 KLVE-F<	KOST-F	KTWV-F	7 KRTH-F
8 KLSX-F	8 KOST-F	8 KQLZ-F	KROQ-F	8 KLSX-F<
9 KOST-F	9 KWKW	KLVE-F	9 KTNQ	9 KNX
10 KWKW	10 KTNQ	10 KTNQ	10 KRTH-F	10 KTNQ
			KJLH-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		2600 (4)	2600 (4)	17.9	15.1
AOR/CL		1595 (4)	1595 (4)	11.0	13.9
AC/OLDIES/SOFT ROCK	236 (2)	2524 (5)	2760 (7)	19.0	18.8
MOR/VARIETY					
COUNTRY	196 (1)	363 (1)	559 (2)	3.8	4.4
BLACK/URBAN	281 (2)	683 (2)	964 (4)	6.6	6.1
BEAUTIFUL/EASY		415 (1)	415 (1)	2.9	5.1
NEWS/TALK	2151 (6)		2151 (6)	14.8	15.0
NOSTALGIA	343 (1)		343 (1)	2.4	2.3
RELIGION/GOSPEL		246 (3)	246 (3)	1.7	0.6
SPANISH	1401 (4)	657 (2)	2058 (6)	14.2	10.9
CLASSICAL					1.8
JAZZ/NEW AGE		732 (2)	732 (2)	5.0	4.8
UNKNOWN/OTHERS	64 (1)	50 (1)	114 (2)	0.8	1.2
	4672 (17)	9865 (25)	14537 (42)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDAY	**1580**	**Santa Monica/LA**	**0.6/3.2/101/2982**
KEZY-F	**95.9**	**Anaheim**	**0.3/1.5/ 51/1385**
KFSG-F	**96.3**	**Los Angeles**	**0.3/1.0/ 52/1032**
KGIL	**1260**	**San Fernando**	**0.4/1.3/ 64/1323**
KIEV	**870**	**Glendale**	**0.4/2.4/ 74/2472**
KKBT-F	**92.3**	**Los Angeles**	**0.4/2.1/ 77/2169**
KKLA-F	**99.5**	**Los Angeles**	**0.8/2.3/148/2395**
KMAX-F	**107.1**	**Arcadia/LosAngl**	**0.4/0.9/ 60/ 925**
KNAC-F	**105.5**	**Long Beach/LA**	**0.8/2.4/146/2577**
KRTH	**930**	**Los Angeles**	**0.4/2.5/ 82/2482**
KSKQ-F	**97.9**	**Long Beach**	**0.8/2.3/137/2198**
KWIZ	**1480**	**Santa Ana**	**0.4/1.1/ 65/1049**

RADIO STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC I, ABC T,	$ 410.00	(Katz)	Cap Cities/ABC
KALI,	1430,	5 KW (DA-2)	, HISPANIC	,	$ 90.00	(Katz)	TA/Shaw (SAN GABRIEL)
KDAY,	1580,	50 KW (DA-2)	, BLACK	NBN,	$ 100.00	(Roslin)	Heritage (SANTA MONICA)
KFI ,	640,	50 KW	, TALK	MBS,	$ 150.00	(Christal)	Cox
KFWB,	980,	5 KW	, NEWS	NBC, UPI,	$ 300.00	(Group W)	Westinghouse
KGFJ,	1230,	1 KW	, BLACK OLDIES	SBN, SMN,	$ 70.00	(Roslin)	
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC D,	$ 130.00	(Eastman)	Malrite
KMPC,	710,	50 KW/10 KW (DA-N)	, NOSTALGIA/MOR	,	$ 270.00	(Durpetti)	Golden West
KNX ,	1070,	50 KW	, NEWS	CBS,	$ 340.00	(CBS)	CBS
KRLA,	1110,	50 KW (DA-2)	, OLIDES	,	$ 100.00	(MMR)	Greater Media
KRTH,	930,	5 KW (DA-N)	, OLDIES	US 2,	$ N/A	(Republic)	Beasley
KSKQ,	1540,	50 KW/10 KW (DA-2)	, HISPANIC	,	$ 100.00	(SBS)	SBS
KTNQ,	1020,	50 KW (DA-2)	, HISPANIC	CRC,	$ 165.00	(Caballero)	Heftel
KWKW,	1330,	5 KW (DA-N)	, HISPANIC	,	$ 120.00	(Lotus)	Lotus

FM STATIONS

KACE,	103.9,	1.6 KW @ 390,	BLACK	APR,	$ 85.00	(K & P)	All Pro	(INGLEWOOD)
KBIG,	104.3,	105 KW @ 2890,	AC	,	$ 280.00	(CBS)	Bonneville	
KLIT,	101.9,	2.5 KW @ 2848,	SOFT AC	,	$ 100.00	(Durpetti)	Golden West	(GLENDALE)
KKBT,	92.3,	39 KW @ 2835,	CHR	,	$ 200.00	(Mc-Guild)	Evergreen	
KIIS,	102.7,	8 KW @ 2790,	CHR	,	$ 550.00	(Mc-Guild)	Gannett	
KJLH,	102.3,	3 KW @ 300,	BLACK	,	$ 117.00	(Roslin)		(COMPTON)
KJOI,	98.7,	75 KW @ 1180,	EZ	,	$ 285.00	(Banner)	Command	
KKGO,	105.1,	18 KW @ 2900,	SOFT AC	APR,	$ 110.00	(CMBS)		
KLOS,	95.5,	63 KW @ 3129,	AOR	ABC R,	$ 312.00	(Katz)	Cap Cities/ABC	
KLSX,	97.1,	55 KW @ 770,	CLASSIC AOR	,	$ 300.00	(MMR)	Greater Media	
KLVE,	107.5,	60 KW @ 2800,	HISPANIC	,	$ 175.00	(Caballero)	Heftel	
KMAX,	107.1,	3 KW @ -13,	HISPANIC	,	$ 60.00	(---)	Douglas	(ARCADIA)
KNAC,	105.5,	1.6 KW @ 400,	AOR	ABC F,	$ 120.00	(---)		(LONG BEACH)
KODJ,	93.1,	28 KW @ 3496,	OLDIES	RADRAD,	$ 200.00	(CBS)		
KOST,	103.5,	13 KW @ 3100,	AC	,	$ 410.00	(Christal)	Cox	
KPWR,	105.9,	72 KW @ 770,	CHR/URBAN	,	$ 425.00	(HNWH)	Emmis	
KQLZ,	100.3,	5 KW @ 3060,	CHR/AOR	SOURCE,	$ 600.00	(Eastman)	Westwood One	
KROQ,	106.7,	6 KW @ 1388,	AOR	,	$ 300.00	(Torbet)	Infinity	
KRTH,	101.1,	51 KW @ 3130,	OLDIES	,	$ 350.00	(Republic)	Beasley	
KSKQ,	97.9,	79 KW @ 420,	HISPANIC	,	$ 120.00	(SBS)	SBS	
KTWV,	94.7,	55 KW @ 2952,	JAZZ/NAC	,	$ 260.00	(Banner)	Legacy	
KZLA,	93.9,	49 KW @ 720,	COUNTRY	,	$ 225.00	(Eastman)	Malrite	

CALL LETTER CHANGES

KFAC-F changes to KKBT (Sept)
KEDG-F changes to KLIT (Oct)

FORMAT CHANGES

KKBT changes from CLASSICAL to CHR/HYBRID...KLIT changes from AOR to SOFT AC...KKGO-F changes from JAZZ to CLASSICAL (Jan)

STATION SALES

KRTH-A: From Beasley to Lieberman for $23,000,000 plus tax certificate...KJOI-F: From Command to Viacom for $86,000,0

LOUISVILLE

Arbitron Rank/Pop (12+): 69/793,200
MSA Rank/Pop: 51/968,000
ADI # 45
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 17/17
Diaries: 1284/618:1/53.5%
Sample Target: 1200
% Below Line: 0.0
% Not Listed: 9.6

1989 Revenue: $23,600,000
HH Inc.: $27,183
Retail $: 7.7 Bil
Pop per Station: 46,658
#1 Biller: WHAS $5,800,000

12+ METRO			1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WHAS	(MOR)	208/15.9	10.8	12.2	14.8	15.0	13.4	260/3371	2405/30.3	28.3	31.4	81	11.2	152	2149	WHAS
	WAMZ-F	(C)	208/15.9	16.4	16.3	17.1	17.2	16.4	302/3172	2111/26.6	26.8	28.5	119	17.8	242	2190	WAMZ-F
3.	WDJX-AF	(CHR)	150/11.5	13.7	15.3	12.2	9.6	13.2	243/3171	2107/26.6	28.1	23.1	82	13.9	180	2197	WDJX-AF
4.	WVEZ-F	(AC)	114/ 8.7	7.9	5.9	6.7	7.1	7.3	139/1750	1545/19.5	14.9	15.5	130	7.6	103	1366	WVEZ-F
5.	WLRS-F	(CHR)	96/ 7.4	6.3	5.5	4.2	6.0	5.8	103/1466	1289/16.3	15.9	18.8	58	10.5	142	1917	WLRS-F
6.	WQMF-F	(AOR)	86/ 6.6	8.2	8.3	9.4	9.8	8.1	138/1886	1284/16.2	16.5	18.2	118	7.5	102	2031	WQMF-F
7.	WLOU	(B)	79/ 6.1	9.4	7.1	7.4	3.9	7.5	79/824	786/ 9.9	9.4	6.8	105	8.1	110	1113	WLOU
8.	WRKA-F	(AC)	63/ 4.8	5.6	6.0	6.4	6.3	5.7	64/1141	1107/14.0	14.7	15.9	152	5.6	76	1060	WRKA-F
9.	WLSY-F	(EZ)	43/ 3.3	3.0	3.0	1.9	6.2	2.8	44/647	620/ 7.8	6.4	9.6	118	1.6	22	310	WLSY-F
10.	WAVG	(MOR)	33/ 2.5	3.2	3.8	4.4	3.7	3.5	35/914	862/10.9	10.7	11.9	116	2.0	27	422	WAVG
11.	WWKY	(C)	23/ 1.8	1.9	0.5	0.8	0.7	1.3	28/502	350/ 4.4	3.0	3.1	94	0.5	7	177	WWKY
12.	WXVW	(BB)	21/ 1.6	2.8	3.0	1.9	2.3	2.3	21/383	383/ 4.8	6.2	4.2	19	1.2	16	187	WXVW
	WXLN-F	(REL)	21/ 1.6	0.9	1.5	0.8	1.0	1.2	22/437	424/ 5.3	3.5	3.4	138	1.0	14	339	WXLN-F
14.																	

15. 12+ FM SHARE (METRO): 66.02% (779 of 1180) (FAL 88: 68.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF	1 WDJX-AF	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F>	1 WHAS	1 WHAS >	1 WAMZ-F>	1 WAMZ-F<	1 WDJX-AF<	1 WHAS >
2 WLRS-F	2 WAMZ-F	2 WDJX-AF>	2 WHAS <	2 WHAS	2 WAMZ-F>	2 WAMZ-F>	2 WHAS	2 WHAS	2 WHAS	2 WAMZ-F<
3	3 WQMF-F	3 WQMF-F<	3 WVEZ-F	3 WVEZ-F	3 WVEZ-F	3 WDJX-AF	3 WVEZ-F	3 WDJX-AF>	3 WAMZ-F	3 WDJX-F
4	4 WLRS-F	4 WVEZ-F	4 WDJX-AF	4 WDJX-AF	4	4 WVEZ-F	4 WDJX-AF>	4 WVEZ-F	4 WLRS-F>	4 WLOU >>
5	5 WLOU	WHAS	5 WQMF-F	5 WQMF-F	5	5 WQMF-F	5 WLRS-F<	5 WLRS-F	5 WLOU <	5 WLRS-F
6	6 WRKA-F	6 WLRS-F	6 WRKA-F	6 WRKA-F	6	6 WLRS-F	6 WRKA-F<	6 WQMF-F	6 WQMF-F	6
7	7 WVEZ-F	7 WLOU <	7	7	7	7	7 WQMF-F	7	7 WVEZ-F	7
		8 WRKA-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJX-AF>>	1 WDJX-AF>>	1 WDJX-AF	1 WAMZ-F<	1 WAMZ-F>	1 WLRS-F	1 WQMF-F	1 WQMF-F	1 WAMZ-F	1 WAMZ-F>
2 WLRS-F	2 WAMZ-F	WVEZ-F	2 WDJX-AF>	2 WVEZ-F	2 WDJX-AF	2 WAMZ-F	2 WAMZ-F	2 WQMF-F	2 WHAS
3 WAMZ-F	3 WVEZ-F<	3 WRKA-F	3 WVEZ-F	3 WHAS	WQMF-F<	3 WLRS-F<	3 WHAS	3 WDJX-AF	3 WQMF-F
4 WLOU	4 WLOU <	4 WLOU	4 WHAS	4 WDJX-AF	4 WAMZ-F>	4 WDJX-AF>	4 WDJX-AF	4 WHAS	4 WVEZ-F
5	5 WRKA-F	WAMZ-F>	5 WLOU	5 WRKA-F	5 WLOU >>	5 WHAS	5 WLRS-F>	5 WLRS-F<	5 WDJX-AF>
6	6 WLRS-F	6 WHAS	6 WRKA-F	WLOU	6	6 WLOU	6 WVEZ-F	6 WVEZ-F	6 WRKA-F
7	7	7	7 WLRS-F	7	7	7	WRKA-F	7	7
							WLOU >>		

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	2 (1)	244 (2)	246 (3)	20.8	17.1
AOR/CLASSIC		86 (1)	86 (1)	7.3	10.8
AC/OLDIES/SOFT ROCK		177 (2)	177 (2)	15.0	19.6
MOR/VARIETY	241 (2)		241 (2)	20.4	16.5
COUNTRY	40 (2)	208 (1)	248 (3)	21.0	20.0
BLACK/URBAN	79 (1)		79 (1)	6.7	11.2
BEAUTIFUL/EASY		43 (1)	43 (1)	3.6	
NEWS/TALK					
NOSTALGIA	21 (1)		21 (1)	1.8	2.6
RELIGION/GOSPEL	18 (2)	21 (1)	39 (3)	3.3	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	401 (9)	779 (8)	1180 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFIA	900	Louisville	0.3/1.7/ 5/ 194
WLLV	1240	Louisville	1.1/2.3/ 14/ 183
WTMT	620	Louisville	1.3/2.6/ 18/ 230

RADIO STATIONS

WAVG, 970, 5 KW (DA-N), MOR NBC, US 2, $ 33.00 (MMR) Radio One
WDJX, 1080, 10 KW/1 KW (DA-2), SIMULCAST WITH WDJX-F
WHAS, 840, 50 KW, MOR ABC I, $ 120.00 (Christal) Clear Channel
WLOU, 1350, 5 KW/500 W (DA-N), BLACK SBN, $ 40.00 (MMR) Johnson
WTMT, 620, 500 W (DA-2), COUNTRY , $ 14.00 (---)
WWKY, 790, 5 KW/1 KW (DA-2), COUNTRY TRNSTR, $ 26.00 (Katz) Wilkes-Schwartz
WXVW, 1450, 1 KW, NOSTALGIA SMN, $ 25.00 (K & P)

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY , $ 96.00 (Christal) Clear Channel
WDJX-F, 99.7, 24 KW @ 720, CHR APR, $ 65.00 (Republic) Stoner
WLRS-F, 102.3, 3 KW @ 300, CHR/AOR ABC R, $ 44.00 (Durpetti) Radio One
WLSY-F, 101.7, 1 KW @ 400, BTFL/EZ US 2 , $ 30.00 (Banner)
WQMF-F, 95.7, 34 KW @ 580, AOR , $ 56.00 (Eastman)
WRKA-F, 103.1, 3 KW @ 300, OLDIES , $ 53.00 (Banner)
WVEZ-F, 106.9, 24 KW @ 670, SOFT AC , $ 59.00 (Katz) Wilkes-Schwartz
WXLN-F, 103.9, 1 KW @ 500, RELIGION , $ 18.00 (---)

MISCELLANEOUS COMMENTS: WRKA changes from AC to OLDIES (Jan)...

LUBBOCK

Arbitron Rank/Pop (12+): 163/182,500

MSA Rank/Pop: 189/225,000
ADI # 152
Average Person Ratings: 17.6
Market TSL: 23.50 hours

Stations: 18/17
Diaries: 567/322:1/54.0%
Sample Target: 550
% Below Line: 0.3
% Not Listed: 9.0

1989 Revenue: $6,500,000
HH Inc.: $23,086
Retail $: 1.72 Bil
Pop per Station: 10,735
#1 Biller: KLLL A/F $2,000,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KLLL-F (C)	60/18.7	18.9	20.4	16.9	14.6	----	88/965	525/28.8	29.6	31.6	119	17.5	59	566	KLLL-F
2. KZII-F (CHR)	45/14.0	12.5	8.9	12.0	3.1	----	55/793	551/30.2	27.1	25.6	64	11.9	40	526	KZII-F
3. KRLB-F (CHR)	42/13.1	16.7	15.7	30.7	30.3	----	54/853	614/33.6	39.5	40.7	105	20.8	70	798	KRLB-F
4. KFMX-F (AOR)	25/ 7.8	10.6	9.6	10.9	12.5	----	42/502	320/17.5	22.1	20.3	103	13.1	44	490	KFMX-F
5. KFYO (C)	20/ 6.2	6.1	2.9	5.2	4.9	----	42/589	312/17.1	12.9	13.9	77	3.3	11	185	KFYO
6. KTEZ-F (AC)	19/ 5.9	6.4	6.7	4.9	8.4	----	28/420	281/15.4	14.9	19.1	136	3.9	13	208	KTEZ-F
7. KKIK-F (C)	13/ 4.0	5.1	3.5	4.5	4.9	----	19/344	230/12.6	12.7	13.5	120	3.3	11	185	KKIK-F
8. KXTQ (SP)	11/ 3.4	1.3	1.3	2.6	0.7	----	12/142	108/ 5.9	3.8	4.2	156	1.5	5	112	KXTQ
9. KCAS (BB)	10/ 3.1	1.9	1.0	1.1	2.4	----	10/87	66/ 3.6	3.3	2.1	68	0.3	1	69	KCAS
10. KLFB (SP)	9/ 2.8	----	3.2	----	3.5	----	9/73	73/ 4.0	0.0	5.1	114	0.3	1	39	KLFB
KKCL-F (O)	9/ 2.8	3.2	3.2	1.1	0.7	----	20/272	147/ 9.1	7.9	5.3	171	2.7	9	238	KKCL-F
12. KJAK-F (REL)	7/ 2.2	0.6	1.0	1.1	2.8	----	9/156	111/ 6.1	4.6	4.7	73	1.5	5	131	KJAK-F
13. KTLK (SP)	6/ 1.9	----	1.3	0.4	2.4	----	6/70	64/ 3.5	0.0	5.1	142	2.7	9	69	KTLK
KLSC-F (O)	6/ 1.9	1.3	4.2	1.9	0.3	----	23/251	129/ 7.1	6.5	10.4	111				KLSC-F

12+ FM SHARE (METRO): 77.40% (226 of 292) (FAL 88: 83.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F>>	1 KZII-F	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KZII-F>>	1 KRLB-F
2 KRLB-F	2 KLLL-F	2 KRLB-F	2 KRLB-F>	2 KRLB-F>	2 KFYO >	2 KRLB-F	2 KRLB-F<	2 KZII-F	2 KRLB-F	2 KLLL-F>
3	3 KRLB-F>	3 KZII-F>	3 KZII-F	3 KZII-F	3 KRLB-F	3 KZII-F>	3 KZII-F>	3 KRLB-F>	3 KLLL-F	3 KZII-F
4	4 KFMX-F	4 KFMX-F>	4 KFMX-F	4 KTEZ-F	KCAS	4 KTEZ-F	4 KTEZ-F	4 KFYO	4 KFMX-F	4 KTEZ-F
5	5	5 KTEZ-F	5 KTEZ-F	KFMX-F>	5 KTEZ-F	KFYO	5 KFYO	KFMX-F	5	KFMX-F>>
6	6	6	6	6	KKIK-F	6 KFMX-F	KFMX-F	6 KTEZ-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZII-F>>	1 KZII-F	1 KZII-F	1 KLLL-F	1 KLLL-F	1 KZII-F	1 KLLL-F	1 KLLL-F	1 KLLL-F>	1 KLLL-F>>
2 KLLL-F	2 KLLL-F	KRLB-F	2 KZII-F	2 KRLB-F	2 KFMX-F>	2 KZII-F	2 KRLB-F	2 KFMX-F	2 KRLB-F
3 KRLB-F>	3 KRLB-F>>	KLLL-F>>	3 KRLB-F>	3 KZII-F>	3 KRLB-F>	KRLB-F	3 KZII-F	3 KRLB-F	3 KFMX-F>
4 KFMX-F>	4 KTEZ-F	4 KTEZ-F>	4 KTEZ-F	4 KTEZ-F	4 KLLL-F>>	KFMX-F	KFMX-F>	4 KZII-F>	4 KTEZ-F
5 KTEZ-F	KFMX-F	5 KXTQ	5 KKIK-F	KKIK-F	5 KTLK	5	5 KXTQ	5 KTEZ-F	5 KZII-F
KKIK-F>	6	KKIK-F	6	6	KTEZ-F	6	KTEZ-F	6	KXTQ

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		87 (2)	87 (2)	29.8	28.1	KFMX	1340	Lubbock	1.2/3.3/ 4/ 60
AOR/CLASSIC		25 (1)	25 (1)	8.6	15.7	KJBX	580	Lubbock	0.6/3.9/ 7/ 108
AC/OLDIES/SOFT ROCK		34 (3)	34 (3)	11.6	14.6	KLLL	1590	Lubbock	0.9/4.3/ 3/ 103
MOR/VARIETY									
COUNTRY	23 (2)	73 (2)	96 (4)	32.9	28.1	KGNC	710	Amarillo	0.3/1.9/ 11/ 200
BLACK/URBAN	2 (1)		2 (1)	0.7					
BEAUTIFUL/EASY	4 (1)		4 (1)	1.4					
NEWS/TALK	1 (1)		1 (1)	0.3					
NOSTALGIA	10 (1)		10 (1)	3.4	1.1				
RELIGION/GOSPEL		7 (1)	7 (1)	2.4	1.1				
SPANISH	26 (3)		26 (3)	8.9	6.6				
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					4.7				
	66 (9)	226 (9)	292 (18)						

RADIO STATIONS

KCAS, 1050,	250 W (DAYS)	, NOSTALGIA	TRNSTR, $	7.00	(---)		(SLATON)
KFYO, 790,	5 KW/1 KW (DA-2)	, COUNTRY	CBS, $	17.00	(Torbet)	Seaton	
KJBX, 580,	500 W/380 W	, BLACK	ABC I, $	13.00	(Christal)	Dowe	
KXTQ, 950,	5 KW/500 W (DA-2)	, HISPANIC	, $	12.00	(Katz Hisp.)	Bakke	
KFMX-F, 94.5,	100 KW @ 850,	AOR	SOURCE, $	33.00	(Katz)		
KJAK-F, 92.9,	3 KW @ 335,	RELIGION	, $	8.00	(---)		(SLATON)
KKIK-F, 93.7,	100 KW @ 736,	COUNTRY	, $	22.00	(Banner)	Bakke	
KLLL-F, 96.3,	100 KW @ 850,	COUNTRY	MBS, $	40.00	(Eastman)	Pinnacle	
KLSC-F, 104.7,	100 KW @ 980,	OLDIES	ABC D, $	10.00	(---)		(LAMESA)
KRLB-F, 99.5,	100 KW @ 817,	CHR	ABC I, $	40.00	(Christal)	Dowe	
KTEZ-F, 101.1,	100 KW @ 750,	SOFT AC	TRNSTR, $	23.00	(HNWH)	Lotus	
KKCL-F, 98.1,	50 KW @ 300,	OLDIES	, $	14.00	(Republic)		(LORENZO)
KZII-F, 102.5,	100 KW @ 850,	CHR	, $	27.00	(Torbet)		

MISCELLANEOUS COMMENTS: KVOQ-F changes to KKCL-F (July)...

MADISON

Arbitron Rank/Pop (12+): 119/300,200
MSA Rank/Pop: 136/355,000
ADI # 88
Average Person Ratings: 16.8
Market TSL: 21.75 hours

Stations: 17/13
Diaries: 750/400:1/62.9%
Sample Target: 690
% Below Line: 2.2
% Not Listed: 17.0

1989 Revenue: $13,900,000
HH Inc.: $29,575
Retail $: 3.4 Bil
Pop per Station: 23,092
#1 Biller: WZEE-F $2,800,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZEE-F (CHR)	64/12.7	17.1	18.8	18.4	15.9	----	134/2100	964/32.1	38.4	40.4	69	16.0	79	1028	WZEE-F
2. WIBA-F (AOR)	52/10.3	10.9	10.7	12.3	11.7	----	72/1289	751/25.0	28.2	28.8	110	15.4	76	929	WIBA-F
3. WMGN-F (AC)	47/ 9.3	8.3	6.8	7.9	12.2	----	57/792	572/19.1	20.9	22.0	122	6.7	33	428	WMGN-F
4. WIBA (MOR)	42/ 8.3	7.3	7.7	9.2	8.7	----	46/744	544/18.1	23.3	21.1	64	4.2	21	357	WIBA
5. WWQM-F (C)	39/ 7.7	6.3	7.3	4.0	4.9	----	49/632	440/14.2	15.1	15.4	119	6.7	33	373	WWQM-F
WOLX-F (O)	39/ 7.7	7.3	1.7	1.5	3.0	----	140/1395	621/20.7	15.8	6.2	156	6.1	30	568	WOLX-F
7. WTSO (C)	30/ 5.9	6.7	6.4	7.9	9.1	----	72/1203	681/22.7	13.6	21.2	97	6.1	30	405	WTSO
WTFX-F (CHR)	30/ 5.9	----	----	----	----	----	36/744	588/19.6	0.0	0.0	83	8.1	40	526	WTFX-F
9. WMLI-F (AC)	23/ 4.6	4.2	5.1	4.0	1.4	----	28/513	372/12.4	14.5	13.9	124	3.0	15	303	WMLI-F
10. WMAD-F (AOR)	13/ 2.6	4.8	4.9	5.9	5.4	----	14/304	276/ 9.2	12.3	14.0	108	4.6	23	406	WMAD-F
11. WTDY (N/T)	12/ 2.4	2.7	2.1	1.9	2.6	----	13/287	250/ 8.3	7.9	8.2	133	3.2	16	259	WTDY
12. WIBU (BB)	9/ 1.8	2.9	1.9	1.7	----	----	24/297	106/ 3.5	4.7	3.3	0	1.2	6	88	WIBU
13. WSJY-F (EZ)	8/ 1.6	1.3	2.4	1.0	1.9	----	25/523	205/ 6.8	6.2	5.0	69	1.0	5	166	WSJY-F
14.															
15.															

12+ FM SHARE (METRO): 76.37% (320 of 419) (FAL 88: 70.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>>	1 WIBA-F<	1 WZEE-F	1 WOLX-F<	1 WOLX-F	1 WIBA >	1 WIBA-F	1 WMGN-F	1 WZEE-F>	1 WZEE-F>	1 WWQM-F
2 WTFX-F>	2 WZEE-F	2 WIBA-F	2 WMGN-F	2 WMGN-F	2 WOLX-F<	2 WZEE-F	2 WIBA-F	2 WIBA-F	2 WTFX-F	2 WIBA
3 WIBA-F	3 WMGN-F>	3 WMGN-F	WIBA-F	WIBA-F	3 WTSO	3 WMGN-F<	3 WZEE-F	3 WMGN-F	3 WIBA-F	3 WTSO
4	4 WTFX-F	4 WOLX-F>	4 WZEE-F	4 WWQM-F	4 WWQM-F>	4 WIBA	4 WWQM-F	4 WOLX-F<	4 WOLX-F	4 WZEE-F
5	5 WWQM-F	5 WWQM-F	5 WWQM-F	5 WZEE-F	5 WMGN-F	5 WOLX-F	5 WOLX-F	5 WWQM-F	5 WWQM-F	WOLX-F
6	6	6 WTFX-F	6	6	6	6 WWQM-F	WIBA	6 WIBA	6 WMGN-F	WIBA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZEE-F>>	1 WZEE-F	1 WMGN-F>	1 WMGN-F<	1 WMGN-F>	1 WIBA-F	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F>
2 WMGN-F>	2 WMGN-F>	2 [illegible]	2 WZEE-F>	2 WWQM-F	2 WZEE-F>>	2 WZEE-F>	2 WMGN-F	2 WZEE-F	2 WOLX-F>
3 WTFX-F	3 WTFX-F	3 WWQM-F	3 WOLX-F	WOLX-F	3 WTFX-F	3 WTFX-F	3 WZEE-F	WOLX-F>	3 WZEE-F
WIBA-F>	4 WIBA-F	4 WTFX-F	4 WWQM-F	4 WZEE-F>	WMAD-F>>	4 WWQM-F	WWQM-F	4 WMGN-F	WMGN-F
5 WMLI-F	5 WWQM-F	5 WOLX-F	5 WTFX-F	5 WMLI-F	5	WMGN-F	WTFX-F	5 WWQM-F	5 WWQM-F
6	6 WOLX-F	6 WIBA-F	6 WMLI-F	6	6	6	6 WOLX-F	6	WIBA
			7 WIBA-F				WIBA		

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		94 (2)	94 (2)	22.4	23.0
AOR/CLASSIC		65 (2)	65 (2)	15.5	19.1
AC/OLDIES/SOFT ROCK		109 (3)	109 (3)	26.0	20.9
MOR/VARIETY	42 (1)		42 (1)	10.0	9.4
COUNTRY	30 (1)	39 (1)	69 (2)	16.5	16.8
BLACK/URBAN					
BEAUTIFUL/EASY		8 (1)	8 (1)	1.9	5.0
NEWS/TALK	18 (3)		18 (3)	4.3	3.4
NOSTALGIA	9 (1)		9 (1)	2.1	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		5 (2)	5 (2)	1.2	2.4
	99 (6)	320 (11)	419 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBBM	780	Chicago	0.4/1.8/ 10/ 268
WEKZ-F	93.7	Monroe	0.4/1.2/ 15/ 233
WGN	720	Chicago	0.8/2.7/ 18/ 417
WJVL-F	99.9	Janesville	0.6/2.0/ 39/ 469

RADIO STATIONS

WHIT, 1550, 5 KW (DAYS,DA)	, OLDIES	ABC E, $	16.00 (Eastman)		
WIBA, 1310, 5 KW (DA-2)	, MOR	CBS, $	43.00 (Katz)	Double L	
WIBU, 1240, 1 KW	, NOSTALGIA (?)	CBS, $	8.00 (---)		(POYNETTE)
WMAD, 1190, 1 KW (DAYS,DA)	, NEWS	, $	14.00 (Torbet)		
WTDY, 1480, 5 KW (DA-2)	, NEWS/TALK	NBC, ABC I, $	21.00 (Mc-Guild)	Midwest Family	
WTSO, 1070, 10 KW/5 KW (DA-2)	, COUNTRY	APR, $	39.00 (Banner)	Midcontinent	
WIBA-F, 101.5, 50 KW @ 450	, AOR	CBS, $	45.00 (Katz)	Double L	
WMAD-F, 92.1, 3 KW @ 312	, CLASSIC AOR	, $	25.00 (Torbet)		
WMGN-F, 98.1, 38 KW @ 580	, AC	, $	48.00 (Mc-Guild)	Midwest Family	
WMLI-F, 96.3, 5 KW @ 487	, AC	, $	19.00 (Torbet)		(SAUK CITY)
WOLX-F, 94.9, 37 KW @ 1600	, OLDIES	, $	24.00 (Republic)		(BARABOO)
WSJY-F, 107.3, 50 KW @ 500	, BTFL/EZ	ABC I, $	17.00 (---)		(PORT ATKINSON)
WWQM-F, 106.3, 2 KW @ 380	, COUNTRY	ABC E, $	24.00 (Eastman)		
WZEE-F, 104.1, 6 KW @ 1120	, CHR	, $	47.00 (Banner)	Midcontinent	
WTFX-F, 94.1, 50 KW @ 500	, CHR	, $	N/A (HNWH)	Joyner	(WATERTOWN)

MISCELLANEOUS COMMENTS: WTFX makes first appearance...it signed on in July...WMAD-A now NEWS...

MANCHESTER

Arbitron Rank/Pop (12+): 177/162,000

MSA Rank/Pop: 200(e)/252,000
Boston ADI
Average Person Ratings: 18.2
Market TSL: 24.25 hours

Stations: 28/6
Diaries: 707/229:1/57.8%
Sample Target: 550
% Below Line: 48.5
% Not Listed: 14.2

1989 Revenue: $7,700,000
HH Inc.: $36,887
Retail $: 2.7 Bil
Pop per Station: 27,000
#1 Biller: WGIR-F $3,000,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZID-F	(EZ)	46/15.6	11.0	----	17.2	----	----	71/912	385/23.8	22.9	---	81				WZID-F
2. WGIR-F	(AOR)	39/13.2	11.3	----	9.9	----	----	65/1098	478/29.5	30.2	---	105				WGIR-F
3. WOKQ-F	(C)	20/ 6.8	3.5	----	4.2	----	----	64/665	225/13.9	9.7	---	97				WOKQ-F
4. WHOB-F	(CHR)	18/ 6.1	8.7	----	5.7	----	----	60/816	293/18.1	18.2	---	69				WHOB-F
5. WODS-F	(O)	15/ 5.1	2.6	----	4.6	----	----	33/508	177/10.9	14.1	---	153				WODS-F
6. WSSH-F	(AC)	14/ 4.7	5.5	----	5.7	----	----	43/618	219/13.5	16.7	---	128				WSSH-F
7. WBCN-F	(AOR)	12/ 4.1	3.5	----	4.6	----	----	27/426	191/11.8	11.3	---	102				WBCN-F
WGIR	(N/T)	12/ 4.1	8.1	----	8.0	----	----	21/425	226/14.0	18.2	---	73				WGIR
9. WRKO	(T)	8/ 2.7	1.9	----	2.7	----	----	21/388	122/ 7.5	6.2	---	67				WRKO
WAAF-F	(AOR)	8/ 2.7	0.6	----	3.4	----	----	18/275	131/ 8.1	6.6	---	67				WAAF-F
WFEA	(AC)	8/ 2.7	3.2	----	5.3	----	----	9/217	181/11.2	9.4	---	133				WFEA

12+ FM SHARE (METRO): 84.98% (215 of 253) (FAL 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOB-F>>	1 WGIR-F>>	1 WGIR-F>	1 WGIR-F	1 WGIR-F	1 WZID-F>>	1 WZID-F>	1 WZID-F	1 WZID-F	1 WGIR-F	1 WZID-F>
2 WGIR-F>	2 WHOB-F	2 WZID-F>	2 WZID-F>	2 WZID-F>	2 WOKQ-F	2 WGIR-F>	2 WGIR-F>>	2 WGIR-F>	2 WZID-F	2 WBZ
3 WZOU-F	WBCN-F	3 WBCN-F	3 WODS-F	3 WODS-F	3 WGIR	3 WOKQ-F<	3 WOKQ-F	3 WHOB-F>	3 WHOB-F	WGIR
WAAF-F	4 WXKS-F	4 WSSH-F	4 WSSH-F	4 WOKQ-F	4 WSSH-F	4 WGIR	4	4 WOKQ-F	4 WGIR	4 WOKQ-F
5	WZID-F	WOKQ-F	WOKQ-F	5 WSSH-F>	WODS-F	5 WHOB-F	5	5 WODS-F	5	5
		WODS-F								
		WHOB-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGIR-F>	1 WGIR-F>	1 WGIR-F>	1 WZID-F	1 WZID-F>	1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F>
2 WHOB-F	2 WHOB-F>	2 WHOB-F	2 WGIR-F>	2 WGIR-F>	2 WBCN-F	2 WBCN-F	2 WXKS-F	2 WBCN-F	2 WZID-F
WBCN-F	3 WZID-F	3 WOKQ-F>	3 WHOB-F	3 WSSH-F	WAAF-F	WAAF-F	WBCN-F	WZID-F	3 WODS-F>
WZID-F>>	4 WOKQ-F	4 WXKS-F	4 WSSH-F	WOKQ-F	4	4 WXKS-F	WAAF-F>	4 WODS-F	4 WBCN-F
5	WBCN-F	WZID-F>>	5 WOKQ-F	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		31 (3)	31 (3)	12.3	
AOR/CLASSIC		66 (7)	66 (7)	26.1	
AC/OLDIES/SOFT ROCK	8 (1)	41 (7)	49 (8)	19.4	
MOR/VARIETY	9 (2)		9 (2)	3.6	
COUNTRY		20 (1)	20 (1)	7.9	
BLACK/URBAN					
BEAUTIFUL/EASY		56 (3)	56 (3)	22.1	
NEWS/TALK	21 (3)		21 (3)	8.3	
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		1 (1)	1 (1)	0.4	
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	38 (6)	215 (22)	253 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WJYY-F	105.5	Concord/Mnchstr	0.7/3.1/ 18/ 367
WKBR	1250	Manchester	1.0/6.1/ 3/ 108
WBOS-F	92.9	Brookline/Bostn	0.3/3.1/ 8/ 130
WBZ	1030	Boston	2.0/6.4/ 18/ 420
WCGY-F	93.7	Lawrence/Boston	0.7/7.3/ 10/ 280
WCRB-F	102.5	Waltham/Boston	0.3/1.7/ 2/ 108
WFNX-F	101.7	Lynn	0.7/2.0/ 2/ 41
WHDH	850	Boston	0.3/3.0/ 5/ 157
WHOM-F	94.9	Mt.Wash/Portlnd	1.7/3.8/ 24/ 333
WJIB-F	96.9	Boston	1.7/3.5/ 9/ 185
WLYT-F	92.5	Haverhill/Bostn	1.0/4.9/ 12/ 230
WROR-F	98.5	Boston	1.0/5.1/ 12/ 224
WVBF-F	105.7	Framingham/Bstn	0.3/2.1/ 2/ 94
WXKS-F	107.9	Medford/Boston	2.4/8.9/ 8/ 250
WXLO-F	104.5	Fitchburg	1.0/6.4/ 6/ 217
WZLX-F	100.7	Boston	0.7/5.2/ 6/ 136
WZOU-F	94.5	Boston	2.0/12.5/ 20/ 649

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2), AC ABC E, $ 18.00 (Katz) Sunshine
WGIR, 610, 5 KW/ 1 KW (DA-2), NEWS/TALK NBC, ABC T, $ 37.00 (Banner) Knight
WKBR, 1250, 5 KW (DA-2), MOR SUN, $ 18.00 (S. Katz)

WGIR-F, 101.1, 10 KW @ 920, AOR, $ 63.00 (Banner) Knight
WJYY-F, 105.5, 1.6 KW @ 456, SOFT AC, $ 32.00 (Eastman) Empire (CONCORD)
WZID-F, 95.7, 10 KW @ 930, BTFL/EZ, $ 43.00 (Katz) Sunshine

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/486,900
MSA Rank/Pop: 122 (McAllen) 655,000
162 (Brownsville)
ADI # 111
Average Person Ratings: 17.8
Market TSL: 23.75 hours

Stations: 20/19
Diaries: 906/537:1/52.3%
Sample Target: 870
% Below Line: 0.3
% Not Listed: 12.9

1989 Revenue: $12,100,000
HH Inc.: $17,591
Retail $: 3.5 Bil
Pop per Station: 25,626
#1 Biller: KGBT $2,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBFM-F (CHR)	161/18.6	20.0	19.7	18.7	18.6	19.3	170/1769	1625/33.4	40.3	35.8	59	24.5	224	1860	KBFM-F
2. KTXF-F (C)	121/14.0	13.2	13.4	13.0	8.4	13.4	140/1358	1243/25.5	23.4	17.8	110	17.7	162	1269	KTXF-F
3. KGBT (SP)	107/12.4	17.2	11.8	16.6	17.7	14.5	119/1327	1212/24.9	24.0	25.5	99	10.5	96	1216	KGBT
4. KELT-F (AC)	53/ 6.1	6.4	6.8	5.5	5.5	6.2	61/882	786/16.1	16.7	13.4	154	8.3	76	825	KELT-F
5. KIWW-F (SP)	52/ 6.0	5.1	8.8	6.8	9.7	6.7	55/930	853/17.5	19.9	23.1	135	4.7	43	579	KIWW-F
6. KQXX-F (SP)	48/ 5.5	4.0	4.7	5.4	4.8	4.9	48/519	513/10.5	9.6	11.5	125	3.8	35	486	KQXX-F
7. KBOR-AF (SP)	39/ 4.5	2.2	3.1	1.8	1.5	2.9	39/499	499/10.2	6.7	6.0	84	1.6	15	322	KBOR-AF
8. KVLY-F (EZ)	34/ 3.9	5.4	4.3	5.4	6.0	4.8	34/387	387/ 7.9	8.8	11.0	69	3.7	34	390	KVLY-F
9. KRIX-F (AOR)	27/ 3.1	4.1	4.0	3.7	4.7	3.7	29/588	554/11.4	12.8	12.3	100	6.9	63	859	KRIX-F
10. KITM-F (SP)	22/ 2.5	2.2	1.1	1.4	0.6	1.8	22/314	307/ 6.3	3.4	2.7	160	1.4	13	201	KITM-F
11. KIRT (SP)	20/ 2.3	3.5	3.6	2.6	2.2	3.0	24/401	308/ 6.3	7.5	6.4	109	1.9	17	221	KIRT
12. KJAV-F (SP)	14/ 1.6	1.0	3.0	2.3	2.2	2.0	16/168	157/ 3.2	3.3	3.7	169	2.1	19	162	KJAV-F
13. KURV (T)	11/ 1.3	1.2	1.5	1.1	1.1	1.3	13/196	184/ 3.8	3.5	4.5	100	1.9	17	229	KURV
KRIO (SP)	11/ 1.3	0.9	0.6	1.6	0.6	1.1	11/154	154/ 3.2	2.8	2.1	15	0.4	4	114	KRIO
15. KRGE (O)	10/ 1.2	1.2	1.8	0.6	2.1	1.2	13/366	325/ 6.7	5.9	6.8	108	1.6	15	221	KRGE

12+ FM SHARE (METRO): 71.58% (539 of 753) (FAL 88: 70.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F	1 KBFM-F	1 KTXF-F	1 KTXF-F>	1 KTXF-F	1 KGBT	1 KBFM-F	1 KTXF-F>	1 KBFM-F	1 KBFM F>>	1 KTXF-F>
2	2 KTXF-F>	2 KBFM-F>	2 KBFM-F	2 KGBT	2 KTXF-F>>	2 KGBT	2 KGBT >	2 KGBT <	2 KTXF-F	2 KGBT
3	3 KELT-F	3 KELT-F	3 KELT-F	3 KBFM-F	3 KVLY-F	3 KTXF-F>	3 KBFM-F>	3 KTXF-F>>	3 KGBT	3 KELT-F
4	4 KIWW-F	4 KGBT <	4 KGBT <	4 KELT-F	4 KQXX-F	4 KELT-F	4 KELT-F	4 KELT-F	4 KQXX-F>	KBFM-F>
5	5 KGBT	5 KIWW-F	5 KIWW-F	5 KIWW-F	5	5 KBOR-AF	5 KQXX-F	5 KIWW-F	5 KIWW-F	5 KBOR >>
6	6	6	6 KQXX-F	6	6	6	6 KIWW-F	6	6	6 KQXX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBFM-F>	1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KTXF-F>
2 KTXF-F>	2 KTXF-F>	2 KBFM-F>	2 KBFM-F>	2 KBFM-F
3 KELT-F	3 KGBT	3 KGBT	3 KGBT	3 KGBT
4 KGBT	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KELT-F
5 KIWW-F	KELT-F	5 KELT-F	KELT-F	5 KIWW-F
6	6	6 KQXX-F	6 KQXX-F	6 KQXX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTXF-F	1 KBFM-F	1 KBFM-F	1 KTXF-F	1 KGBT
KBFM-F>	2 KTXF-F	2 KELT-F	2 KBFM-F	2 KTXF-F
3 KRIX-F>>	KRIX-F	3 KRIX-F	3 KELT-F	3 KELT-F
4 KIWW-F	4 KELT-F	4 KIWW-F	4 KIWW-F	KBFM-F
KELT-F>	5 KIWW-F	5 KTXF-F>	5 KRIX-F	5 KIWW-F
6 KBOR-AF	6	6 KQXX-F	KGBT	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		161 (1)	161 (1)	21.4	21.6
AOR/CLASSIC		27 (1)	27 (1)	3.6	5.5
AC/OLDIES/SOFT ROCK	10 (1)	53 (1)	63 (2)	8.4	8.9
MOR/VARIETY					
COUNTRY	11 (2)	121 (1)	132 (3)	17.5	9.7
BLACK/URBAN					
BEAUTIFUL/EASY		34 (1)	34 (1)	4.5	7.0
NEWS/TALK	11 (1)		11 (1)	1.5	1.2
NOSTALGIA					
RELIGION/GOSPEL					2.9
SPANISH	182 (5)	140 (5)	322 (10)	42.8	42.5
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (2)	3 (2)	0.4	0.7
	214 (9)	539 (12)	753 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KIKN	840	Pharr	0.8/2.9/ 9/ 172
KUBR	1210	San Juan	1.0/1.7/ 10/ 87
XHRR-F	102.5	Reynosa	0.3/1.2/ 3/ 59

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1) , HISPANIC , $ 20.00 (Caballero)
KGBT, 1530, 50 KW/10 KW (DA-N) , HISPANIC , $ 50.00 (Katz Hisp.) Tichenor
KIRT, 1580, 1 KW/300 W , HISPANIC , $ 18.00 (Caballero)
KRGE, 1290, 5 KW (DA-N) , OLDIES US 1, SMN, $ 15.00 (Banner) First Cities
KURV, 710, 1 KW (DA-1) , TALK ABC T, CNN, $ 12.00 (Miller)

KBFM-F, 104.1, 100 KW @ 990, CHR ABC F, $ 39.00 (Republic) Waldron
KBOR-F, 106.3, 530 KW @ 640, HISPANIC , $ 20.00 (Caballero)
KELT-F, 94.5, 100 KW @ 1154, AC , $ 31.00 (Katz)
KIWW-F, 96.1, 100 KW @ 937, HISPANIC , $ 30.00 (Katz Hisp.) Tichenor
KQXX-F, 98.5, 100 KW @ 1400, HISPANIC , $ 21.00 (Caballero)
KRIX-F, 99.5, 100 KW @ 1100, AOR ABC R, $ 25.00 (Banner) First Cities
KTXF-F, 100.3, 100 KW @ 1140, COUNTRY ABC E, $ 35.00 (Christal) Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC , $ 10.00 (---)
KVLY-F, 107.9, 100 KW @ 490, L/EZ , $ 22.00 (Torbet) Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 42/890,800

MSA Rank/Pop: 48/987,000
ADI # 39
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 20/20
Diaries: 1234/722:1/51.5%
Sample Target: 1170
% Below Line: 0.0
% Not Listed: 7.4

1989 Revenue: $27,200,000
HH Inc.: $23,401
Retail $: 7.5 Bil
Pop per Station: 44,540
#1 Biller: WGKX-F $5,600,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F	(B)	248/16.2	14.3	13.1	15.0	17.0	14.7	283/2813	2331/26.2	25.4	25.8	82	20.2	279	2380	WHRK-F
2. WDIA	(B)	172/11.2	9.5	9.4	7.8	6.5	9.5	198/2292	1803/20.2	19.0	14.3	121	7.9	109	1349	WDIA
3. WGKX-F	(C)	167/10.9	9.9	10.5	10.1	9.4	10.4	209/2763	1886/21.2	21.7	20.4	100	11.1	153	1706	WGKX-F
4. WEGR-F	(AOR)	131/ 8.6	8.8	7.6	8.8	6.3	8.4	171/1985	1398/15.7	13.0	13.5	114	12.1	167	1531	WEGR-F
5. WMC -F	(CHR)	126/ 8.2	6.8	6.1	7.6	9.6	7.2	152/2503	1804/20.3	19.6	23.8	117	7.4	103	1703	WMC -F
6. WRVR-F	(AC)	113/ 7.4	6.4	9.1	8.2	7.7	7.8	126/2036	1730/19.4	18.8	22.8	127	7.3	101	1204	WRVR-F
7. KMPZ-F	(CHR)	80/ 5.2	4.4	4.1	5.1	4.5	4.7	123/1870	1200/13.5	13.5	13.7	63	6.4	89	1317	KMPZ-F
8. WMC	(N/T)	73/ 4.8	3.9	3.3	3.7	4.4	3.9	75/835	741/ 8.3	8.6	9.2	52	2.5	35	569	WMC
9. WLOK	(REL)	67/ 4.4	4.6	5.6	4.2	5.1	4.7	68/964	957/10.7	10.4	8.8	105	3.2	44	914	WLOK
10. KRNB-F	(B)	62/ 4.1	6.0	6.1	6.2	6.1	5.6	65/1482	1342/15.1	18.2	18.6	88	4.2	58	1394	KRNB-F
11. WEZI-F	(EZ)	48/ 3.1	6.5	4.5	6.0	4.9	5.0	49/857	831/ 9.3	9.6	11.7	65	3.2	44	485	WEZI-F
12. WREC	(T)	32/ 2.1	1.7	3.4	3.1	2.8	2.6	57/1021	739/ 8.3	8.0	8.8	43	2.4	33	430	WREC

12+ FM SHARE (METRO): 70.22% (995 of 1417) (FAL 88: 73.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F>	1 WHRK-F>	1 WHRK-F<	1 WDIA <	1 WGKX-F	1 WGKX-F<	1 WGKX-F<	1 WHRK-F	1 WHRK-F>>	1 WHRK-F
2 KMPZ-F>>	2 WEGR-F>	2 WEGR-F	2 WDIA	2 WHRK-F	2 WDIA >	2 WHRK-F<	2 WHRK-F	2 WGKX-F	2 WDIA	2 WDIA >>
3 WMC -F	3 WMC -F	WDIA	3 WEGR-F	3 WGKX-F	3 WMC	3 WDIA	3 WDIA <	3 WMC -F<	3 WEGR-F	3 WGKX-F>>
4 KRNB-F	4 WDIA	4 WMC -F	4 WMC -F<	4 WEGR-F<	4 WRVR-F	4 WEGR-F	4 WRVR-F	4 WEGR-F	4 KMPZ-F	4 KWAM
5	5 WRVR-F	5 WRVR-F<	5 WGKX-F	5 WMC -F<	5 WLOK	5 WMC -F	5 WMC -F<	5 WDIA <	5 KRNB-F	5 WMC
6	6	6 WGKX-F	6 WRVR-F	6 WRVR-F>>	6 WEZI-F<	6	6 WEGR-F	6 WRVR-F	6	6 WLOK
					7 WHRK-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>>	1 WHRK-F>	1 WHRK-F	1 WHRK-F	1 WDIA	1 WHRK-F>	1 WHRK-F	1 WHRK-F	1 WHRK-F	1 WHRK-F
2 WRVR-F	2 WMC -F	2 WMC -F	2 WDIA	2 WHRK-F<	2 WEGR-F>	2 WEGR-F>	2 WEGR-F>	2 WEGR-F>	2 WDIA <
3 WEGR-F	WEGR-F<	WDIA	3 WRVR-F	3 WMC -F	3 WGKX-F	3 WMC -F	3 WDIA	3 WDIA	3 WEGR-F
4 WMC -F	4 WRVR-F	4 WEGR-F	4 WMC -F	4 WRVR-F<	4 WMC -F>	4 WDIA	4 WMC -F>	4 WGKX-F	4 WGKX-F>
KRNB-F	WDIA	5 WRVR-F	5 WGKX-F	5 WGKX-F	5 WRVR-F	5 WRVR-F	5 WRVR-F	5 WMC -F	5 WRVR-F<
6 WDIA	6	6	6 WEGR-F	6	6 KMPZ-F	6 WGKX-F	6	6 WRVR-F	6 WMC -F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		206 (2)	206 (2)	14.5	15.4
AOR/CLASSIC		131 (1)	131 (1)	9.2	6.9
AC/OLDIES/SOFT ROCK	30 (2)	113 (1)	143 (3)	10.1	9.7
MOR/VARIETY					
COUNTRY		175 (2)	175 (2)	12.4	15.0
BLACK/URBAN	185 (2)	310 (2)	495 (4)	34.9	33.0
BEAUTIFUL/EASY		48 (1)	48 (1)	3.4	5.4
NEWS/TALK	110 (3)		110 (3)	7.8	1.5
NOSTALGIA					3.0
RELIGION/GOSPEL	97 (3)	12 (1)	109 (4)	7.7	9.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.9
	422 (10)	995 (10)	1417 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFTH-F	107.1	Marion/Memphis	0.8/4.3/ 12/ 387
KHLS-F	96.3	Blytheville	0.5/1.3/ 17/ 222
KWAM	990	Memphis	1.0/3.6/ 20/ 366
WCRV	640	Collierville	1.0/2.6/ 20/ 328
WHBQ	560	Memphis	0.9/3.5/ 20/ 464
WNWZ	1430	Germantown/Mmph	0.3/2.0/ 5/ 182
WODZ	680	Memphis	1.0/4.7/ 19/ 536
WXSS	1030	Memphis	0.8/3.0/ 14/ 285

RADIO STATIONS

KWAM,	990,	10 KW/450 W (DA-2)	, GOSPEL	,	$ 20.00 (---)	Rivers
WDIA,	1070,	50 KW/5 KW (DA-2)	, BLACK	APR, SBN,	$ 34.00 (Katz)	Ragan Henry
WHBQ,	560,	5 KW/1 KW (DA-2)	, OLDIES	US 1, US 2,	$ 27.00 (Republic)	
WLOK,	1340,	1 KW (DA-1)	, GOSPEL	NBN, SBN,	$ 25.00 (K & P)	
WMC ,	790,	5 KW (DA-N)	, TALK	ABC C,	$ 41.00 (Banner)	Scripps-Howard
WREC,	600,	5 KW (DA-N)	, NOSTALGIA	CBS,	$ 30.00 (Mc-Guild)	Newmarket
WXSS,	1030,	50 KW/1 KW (DA-2)	, BLACK	SMN, NBN,	$ 20.00 (Bolton)	Willis
KMPZ-F,	98.1,	100 KW @ 715,	CHR	ABC R, ABC C,	$ 40.00 (Christal)	Diamond (OSCEOLA, AR)
KRNB-F,	101.1,	100 KW @ 347,	BLACK	ABC F,	$ 46.00 (Republic)	Rivers
WEGR-F,	102.7,	98 KW @ 970,	AOR	US 1,	$ 57.00 (Mc-Guild)	Newmarket
WEZI-F,	94.3,	3 KW @ 300,	BTFL/LZ	,	$ 35.00 (Eastman)	Ardman
WGKX-F,	105.9,	100 KW @ 760,	COUNTRY	,	$ 100.00 (HNWH)	Barnstable
WHRK-F,	97.1,	100 KW @ 530,	BLACK	NBC,	$ 80.00 (Katz)	Ragan Henry
WMC-F ,	99.7,	290 KW @ 910,	CHR	ABC C,	$ 95.00 (Banner)	Scripps-Howard
WRVR-F,	104.5,	100 KW @ 750,	AC	,	$ 97.00 (Christal)	Keymarket

MISCELLANEOUS COMMENTS: WEZI-A changes to WNWZ and format from EZ to TALK (Oct.)...KMPZ-F sold by Dittman to Diamond for $6,000,000 (Americom)...WMPS (1380) was silent ans now is RELIGION...

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,696,300
ADI # 16
MSA Rank/Pop: 25 (Miami) 3,100,000
41 (Ft. Lauderdale)
Average Person Ratings: 19.3
Market TSL: 25.50 hours

Stations: 39/34
Diaries: 2926/921:1/50.9%
Sample Target: 2510
% Below Line: 3.0
% Not Listed: 6.7

1989 Revenue: $112,400,000
HH Inc.: $27,695
Retail $: 29.6 Bil
Pop per Station: 79,302
#1 Biller: WMXJ-F $10,300,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHQT-F	(B/U)	416/ 8.0	8.3	9.0	8.3	4.9	8.4	502/5127	4279/15.9	16.2	13.5	104	11.9	522	4706	WHQT-F
2. WLYF-F	(EZ)	398/ 7.7	7.4	8.7	7.1	7.0	7.7	417/4562	4181/15.5	16.2	14.2	65	5.7	224	1656	WLYF-F
3. WIOD	(T)	268/ 5.2	5.1	4.7	5.1	4.8	5.0	325/4832	4164/15.4	10.9	15.0	98	3.8	165	2919	WIOD
4. WPOW-F	(CHR)	266/ 5.1	4.4	5.0	4.3	4.4	4.7	290/3757	3348/12.4	13.5	11.8	65	8.1	314	2600	WPOW-F
5. WMXJ-F	(O)	250/ 4.8	4.1	5.1	4.2	3.9	4.6	277/4017	3242/12.0	12.6	11.7	160	3.8	149	1452	WMXJ-F
6. WJQY-F	(AC)	228/ 4.4	3.4	3.4	2.7	4.0	3.5	248/3174	2886/10.7	9.4	9.7	139	3.3	146	1637	WJQY-F
7. WKIS-F	(C)	213/ 4.1	3.3	3.2	3.4	3.5	3.5	238/2870	2511/ 9.3	9.3	9.6	117	4.4	172	1428	WKIS-F
8. WQBA	(SP)	210/ 4.0	5.0	4.4	5.0	3.8	4.6	210/1877	1870/ 6.9	7.9	6.3	47	3.3	128	1038	WQBA
9. WCMQ-F	(SP)	192/ 3.7	4.0	3.9	3.8	4.2	3.8	192/2289	2289/ 8.5	9.0	8.2	138	4.1	177	2054	WCMQ-F
10. WHYI-F	(CHR)	187/ 3.6	3.8	4.7	3.8	3.6	4.0	222/4372	3663/13.6	14.6	14.6	108	4.6	200	3908	WHYI-F
11. WAQI	(SP)	180/ 3.5	3.5	3.8	3.9	3.8	3.7	195/1794	1718/ 6.4	5.8	6.7	71	2.9	126	1366	WAQI
12. WAXY-F	(AC)	178/ 3.4	2.8	3.2	3.9	3.1	3.3	191/3339	3051/11.3	11.1	10.0	124	4.2	185	2994	WAXY-F
13. WTMI-F	(CL)	159/ 3.1	2.3	2.0	3.0	2.9	2.6	175/2590	2299/ 8.5	7.2	7.3	81	1.9	76	866	WTMI-F
14. WNWS	(N/T)	151/ 2.9	3.6	2.5	3.2	3.6	3.0	161/2359	2109/ 7.8	7.0	9.7	38	1.1	44	548	WNWS
15. WINZ	(N/T)	149/ 2.9	3.0	3.2	3.1	3.3	3.0	157/2681	2498/ 9.3	9.6	10.0	41	2.6	115	1668	WINZ
16. WEDR-F	(B)	139/ 2.7	2.7	1.4	2.5	3.9	2.3	139/1675	1663/ 6.2	4.7	6.5	111	3.2	142	1251	WEDR-F
17. WQBA-F	(SP)	136/ 2.6	2.6	2.7	2.7	2.2	2.7	142/1862	1748/ 6.5	6.7	5.5	138	3.0	118	1115	WQBA-F
18. WSHE-F	(AOR)	132/ 2.5	2.9	2.4	1.7	2.0	2.4	173/2932	2257/ 8.4	8.9	8.2	76	4.0	155	1687	WSHE-F
19. WLVE-F	(AC)	131/ 2.5	3.0	2.4	3.3	3.4	2.8	141/2601	2304/ 8.5	7.9	9.4	152	2.8	111	1387	WLVE-F
20. WXDJ-F	(J/NA)	130/ 2.5	1.7	1.7	1.8	2.4	1.9	132/1369	1303/ 4.8	5.4	5.2	172	1.7	65	908	WXDJ-F
21. WGTR-F	(AOR)	108/ 2.1	2.9	3.5	4.0	2.8	3.1	133/2530	2065/ 7.7	10.6	8.8	124	3.7	161	2457	WGTR-F
22. WEAT-AF	(EZ)	96/ 1.9	1.5	1.4	1.3	2.1	1.5	331/3187	1189/ 4.9	4.8	5.6	42	1.1	44	382	WEAT-AF
23. WZTA-F	(AOR)	89/ 1.7	2.5	1.7	1.6	1.8	1.9	113/2117	1581/ 5.9	5.7	7.1	153	1.8	71	1153	WZTA-F
24. WMBM	(REL)	58/ 1.1	0.8	1.4	0.8	1.1	1.0	58/631	626/ 2.3	2.7	1.9	55	1.6	63	396	WMBM
WCMQ	(SP)	58/ 1.1	1.1	1.8	1.2	1.9	1.3	58/696	696/ 2.6	3.9	3.6	73	0.8	36	406	WCMQ

12+ FM SHARE (METRO): 71.47% (3464 of 4847) (FAL 88: 67.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WHQT-F	1 WHQT-F	1 WLYF-F>	1 WHQT-F	1 WLYF-F>	1 WHQT-F	1 WHQT-F>	1 WNWS
2 WPOW-F>>	2 WPOW-F>	2 WMXJ-F	2 WMXJ-F	2 WMXJ-F	2 WIOD	2 WLYF-F	2 WHQT-F<	2 WLYF-F	2 WPOW-F>	WIOD
3 WSHE-F	3 WHYI-F	3 WPOW-F<	3 WJQY-F	3 WJQY-F	3 WQBA	3 WIOD	3 WJQY-F<	3 WPOW-F	3 WLYF-F	WHQT-F
4 WHYI-F	4 WMXJ-F<	4 WJQY-F	4 WIOD <	4 WIOD	4 WAQI	4 WQBA	4 WIOD <	4 WMXJ-F	WINZ	4 WINZ
5	5 WEDR-F<	5 WHYI-F	5 WKIS-F	WCMQ-F<	5 WKIS-F<	WMXJ-F	5 WMXJ-F	WJQY-F	5 WAXY-F	5 WLYF-F
6	6 WJQY-F<	6 WAXY-F<	WCMQ	6 WLYF-F<	6 WMXJ-F	6 WAQI	6 WQBA	6 WKIS-F	6 WCMQ-F	6 WEDR-F
7	7 WSHE-F	7 WIOD	7 WXDJ-F<	7 WKIS-F	7 WCMQ-F<	7 WPOW-F	7 WKIS-F	7 WAXY-F<	7 WEDR-F	7 WEAT-F
8	WGTR-F	8 WCMQ-F<	8 WLYF-F	8 WXDJ-F	8 WNWS	WKIS-F<	8 WAXY-F	8 WHYI-F	8 WNWS	8 WMXJ-F
9	9	9 WXDJ-F	9	9 WAXY-F	9	9 WINZ	9	9	9	9
10	10	10	10	10 WHYI-F	10	10 WHYI-F	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHQT-F<	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F
2 WPOW-F>	2 WPOW-F	2 WMXJ-F	2 WJQY-F	2 WMXJ-F
3 WHYI-F	3 WHYI-F	3 WJQY-F	3 WMXJ-F	WJQY-F
WAXY-F	4 WJQY-F	4 WHYI-F<	4 WPOW-F	4 WCMQ-F
5 WJQY-F<	5 WAXY-F	5 WPOW-F	5 WHYI-F	5 WLYF-F
6 WSHE-F	6 WEDR-F	6 WLVE-F	WAXY-F	6 WAXY-F<
WEDR-F>	7 WMXJ-F	7 WEDR-F	7 WCMQ-F	7 WLVE-F
8 WGTR-F>	8 WLVE-F	WAXY-F>	8 WLVE-F	WHYI-F
9	9	9	9 WLYF-F	9 WKIS-F
	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPOW-F	1 WHQT-F	1 WXDJ-F	1 WHQT-F	1 WMXJ-F
2 WHQT-F>	2 WPOW-F	2 WHQT-F	2 WMXJ-F<	2 WIOD
3 WSHE-F	3 WGTR-F	3 WGTR-F	3 WIOD	3 WHQT-F
4 WGTR-F	4 WXDJ-F<	4 WMXJ-F	4 WPOW-F<	4 WXDJ-F<
5 WHYI-F	5 WSHE-F	5 WZTA-F	5 WXDJ-F	5 WKIS-F
6 WEDR-F	6 WHYI-F	WIOD	6 WGTR-F	6 WJQY-F
7 WZTA-F	7 WMXJ-F	WHYI-F	7 WKIS-F	7 WLYF-F
8 WIOD >	WZTA-F	8 WKIS-F	8 WSHE-F	8 WAXY-F
9	9	9 WEDR-F	9	9
	10	10 WSHE-F	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		453 (2)	453 (2)	9.3	3.9
AOR/CLASSIC		329 (3)	329 (3)	6.8	7 0
AC/OLDIES/SOFT ROCK	36 (2)	812 (5)	848 (7)	17.5	16.6
MOR/VARIETY					
COUNTRY	45 (1)	213 (1)	258 (2)	5.3	4.5
BLACK/URBAN	21 (1)	555 (2)	576 (3)	11.9	14.9
BEAUTIFUL/EASY	9 (1)	485 (2)	494 (3)	10.2	9.9
NEWS/TALK	568 (3)		568 (3)	11.7	13.3
NOSTALGIA	24 (1)		24 (1)	0.5	1.9
RELIGION/GOSPEL	72 (2)		72 (2)	1.5	1.5
SPANISH	545 (7)	328 (2)	873 (9)	18.0	20.2
CLASSICAL		159 (1)	159 (1)	3.3	3.1
JAZZ/NEW AGE		130 (1)	130 (1)	2.7	2.6
UNKNOWN/OTHERS	63 (2)		63 (2)	1.3	0.6
	1383 (20)	3464 (19)	4847 (39)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAVS	1170	Davie/Miami	0.5/1.3/ 28/ 374
WEXY	1520	Wilton Mnrs/FtL	0.3/0.6/ 14/ 173
WFTL	1400	Ft.Lauderdale	0.5/1.9/ 24/ 532
WKAT	1360	North Miami	0.3/1.4/ 14/ 375
WOCN	1450	Miami	0.4/0.9/ 19/ 238
WQAM	560	Miami/Ft. Ldrdl	0.9/3.1/ 46/ 898
WRBD	1470	Pompano Beach	0.4/1.1/ 23/ 375
WRHC	1550	Coral Gables/Mi	0.9/2.4/ 45/ 638
WSUA	1260	Miami	0.4/1.4/ 19/ 383
WWFE	670	Miami	0.7/1.6/ 35/ 422
WEAT	850	West Palm Beach	0.2/0.8/ 29/ 539
WJNO	1230	West Palm Beach	0.3/1.0/110/1390
WRMF-F	97.9	West Palm Beach	0.5/2.1/142/1867
WYFX	1040	Boynton Beach	0.4/0.7/ 32/ 399

AM STATIONS

WAQI,	710,	50 KW (DA-2)	, HISPANIC	,	$ 65.00 (Katz Hisp.)	
WCMQ,	1210,	25 KW/2.5 KW(DA-2)	, HISPANIC MOR	,	$ 50.00 (SBS)	SBS
WFTL,	1400,	1 KW	, TALK	APR,	$ 39.00 (Roslin)	
WINZ,	940,	50 KW/25 KW(DA-N)	, NEWS/TALK	CBS,	$ 74.00 (Katz)	Guy Gannett
WIOD,	610,	10 KW (DA-2)	, TALK	ABC T, MBS,	$ 95.00 (Christal)	Cox
WMBM,	1490,	1 KW	, GOSPEL	NBN,	$ 31.00 (K & P)	
WNWS,	790,	25 KW	, TALK/NEWS	ABC I,	$ 80.00 (Banner)	Jeff-Pilot
WOCN,	1450,	1 KW (DA-2)	, HISPANIC	,	$ 35.00 (Lotus)	
WQAM,	560,	5 KW/1 KW	, COUNTRY	NBC,	$ 37.00 (HNWH)	Sunshine Wireless
WQBA,	1140,	50 KW/10 KW(DA-2)	, HISPANIC	,	$ 130.00 (Eastman)	Tichenor/WADO
WRHC,	1550,	10 KW/500 W(DA-2)	, HISPANIC	,	$ 47.00 (Lotus)	
WSUA,	1290,	5 KW (DA-2)	, HISPANIC	,	$ 43.00 (Caballero)	

FM STATIONS

WAXY,	105.9,	100 KW @ 1040,	AC/OLDIES	,	$ 130.00 (Republic)	Ackerly
WCMQ,	92.3,	41 KW @ 300,	HISPANIC AC	,	$ 75.00 (SBS)	SBS
WEDR,	99.1,	70 KW @ 175,	BLACK	RADRAD,	$ 72.00 (---)	Rivers
WGTR,	97.3,	100 KW @ 790,	AOR	,	$ 100.00 (Christal)	Cox
WHQT,	105.1,	100 KW @ 1007,	URBAN/CHR	,	$ 95.00 (MMR)	EZ
WHYI,	100.7,	100 KW @ 917,	CHR	,	$ 133.00 (Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 1024,	SOFT AC	TRNSTR,	$ 144.00 (Katz)	Tak
WKIS,	99.9,	100 KW @ 986,	COUNTRY	,	$ 90.00 (HNWH)	Sunshine Wireless
WLVE,	93.9,	99 KW @ 1006,	AC/JAZZ	,	$ 118.00 (Torbet)	Gilmore
WLYF,	101.5,	100 KW @ 813,	BTFL/EZ	,	$ 123.00 (Banner)	Jeff-Pilot
WMXJ,	102.7,	100 KW @ 1006,	OLDIES	,	$ 161.00 (Durpetti)	Sconnix
WPOW,	96.5,	100 KW @ 1006,	CHR	SOURCE,	$ 90.00 (HNWH)	Beasley
WQBA,	107.5,	95 KW @ 995,	HISPANIC AC	,	$ 60.00 (Eastman)	tichenor/WADO
WSHE,	103.5,	100 KW @ 1049,	AOR	,	$ 82.00 (Eastman)	TK
WTMI,	93.1,	95 KW @ 1006,	CLASSICAL	,	$ 80.00 (CMBS)	Marlin
WXDJ,	95.7,	100 KW @ 982,	JAZZ/NAC	,	$ 68.00 (CBS)	
WZTA,	94.9,	96 KW @ 600,	CLASSIC AOR	,	$ 70.00 (Katz)	Guy Gannett

CALL LETTER CHANGES

FORMAT CHANGES

WFTL changed from NOSTALGIA to TALK (Nov)

STATION SALES

WSUA sold for an unknown amount... WAQI sold to Viva/Heftel for $7,400,000 + assets...WWNN (Pompano Beach) sold for $3,500,000...

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,301,100

MSA Rank/Pop: 32/1,400,000
ADI # 29
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 26/23
Diaries: 1545/842:1/58.7%
Sample Target: 1420
% Below Line: 1.7
% Not Listed: 7.7

1989 Revenue: $43,100,000
HH Inc.: $31,752
Retail $: 10.5 Bil
Pop per Station: 56,569
#1 Biller: WTMJ $8,600,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTMJ (MOR)	240/10.5	12.1	12.3	9.8	13.0	11.2	284/4153	3429/26.4	27.8	26.6	69	8.2	194	2823	WTMJ
2. WKTI-F (CHR)	213/ 9.3	9.8	10.1	9.0	9.3	9.6	251/4322	3657/28.1	27.7	29.0	95	10.1	239	3277	WKTI-F
3. WLUM-F (B)	186/ 8.1	7.9	6.1	5.9	4.1	7.0	196/2519	2339/18.0	17.6	12.2	89	10.9	257	3513	WLUM-F
4. WOKY (BB)	152/ 6.6	5.4	6.7	5.6	5.9	6.1	153/1860	1795/13.8	13.8	11.6	55	6.5	153	1548	WOKY
5. WEZW-F (EZ)	144/ 6.3	6.2	5.9	7.6	7.5	6.5	166/2138	1839/14.1	13.4	17.8	83	2.5	60	1246	WEZW-F
6. WKLH-F (AOR)	132/ 5.8	8.2	6.1	6.2	7.9	6.6	168/2197	1861/14.3	17.7	18.7	150	7.0	165	2220	WKLH-F
7. WLZR-AF (AOR)	129/ 5.6	6.4	5.8	6.7	6.2	6.1	156/2329	1954/15.0	18.0	16.2	73	9.8	227	2484	WLZR-AF
8. WMIL-F (C)	124/ 5.4	5.2	6.5	7.8	6.7	6.2	158/2432	1826/14.0	14.9	13.5	122	8.4	198	2143	WMIL-F
9. WMYX-F (AC)	111/ 4.9	3.6	3.4	4.0	4.1	4.0	127/1825	1512/11.6	10.3	12.3	129	3.1	73	1140	WMYX-F
10. WZTR-F (O)	98/ 4.3	4.1	4.4	3.1	2.7	4.0	124/1756	1464/11.3	12.8	7.9	160	3.6	85	1319	WZTR-F
11. WQFM-F (AOR)	88/ 3.8	3.6	4.0	3.1	2.6	3.6	113/1948	1424/10.9	13.8	11.7	87	4.6	108	1892	WQFM-F
12. WLTQ-F (AC)	86/ 3.8	4.8	4.1	4.7	4.6	4.3	110/1361	1123/ 8.6	11.5	12.8	150	3.9	93	980	WLTQ-F
13. WISN (T)	84/ 3.7	3.6	3.7	3.7	3.6	3.7	87/1414	1339/10.3	10.8	11.6	65	2.5	58	1250	WISN
14. WBZN-AF (J/NA)	57/ 2.5	1.5	2.3	2.6	2.2	2.2	60/847	803/ 6.2	7.1	5.4	152	2.0	47	901	WBZN-AF
15. WFMR-F (CL)	51/ 2.2	2.2	1.9	2.7	3.1	2.3	51/702	671/ 5.2	5.0	6.6	109	2.3	55	777	WFMR-F
16. WEMP (O)	47/ 2.1	1.5	1.4	1.7	1.7	1.7	49/723	679/ 5.2	7.1	7.6	119	0.9	21	535	WEMP
17. WMVP (B)	39/ 1.7	0.9	0.9	1.9	0.7	1.4	39/397	397/ 3.1	3.3	2.6	147	0.9	22	335	WMVP
18. WNOV (B)	27/ 1.2	2.1	1.6	0.7	1.1	1.4	27/330	330/ 2.5	3.6	2.8	108	0.8	19	381	WNOV
19.															
20.															

12+ FM SHARE (METRO): 68.77% (1451 of 2110) (FAL 88: 67.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKTI-F	1 WKTI-F<	1 WKTI-F	1 WKLH-F<	1 WKTI-F<	1 WTMJ >	1 WTMJ <	1 WEZW-F	1 WKTI-F	1 WLUM-F	1 WTMJ >>
2 WLUM-F>>	2 WLUM-F<	2 WLUM-F	2 WKTI-F	2 WKLH-F	2 WOKY	2 WKTI-F>	2 WOKY	2 WLUM-F	2 WTMJ	2 WLUM-F>>
3 WLZR-AF	3 WLZR-AF	3 WKLH-F	3 WLUM-F	3 WTMJ	3 WEZW-F	3 WOKY <	3 WKTI-F	3 WTMJ	3 WKTI-F	3 WKLH-F<
4	4 [illegible]-F	4 WLZR-AF	4 WZTR-F<	WLUM-F<	4 WMIL-F	4 WKLH-F	4 WKLH-F	4 WEZW-F	4 WLZR-AF>	4 WMIL-F
5	5 WQFM-F	5 WMYX-F	5 WTMJ	5 WZTR-F	5 WISN >	5 WLUM-F	5 WTMJ <	5 WMIL-F<	5 WMYX-F	5 WEZW-F<
6	6 WMYX-F	6 WZTR-F	6 WMYX-F	6 WMIL-F<	6 WKTI-F	6 WMIL-F	6 WLUM-F	6 WLZR-AF	6 WQFM-F	6 WISN
7	7	7 WTMJ	7 WMIL-F	7 WMYX-F	7	7 WLZR-AF	7 WMIL-F	7 WMYX-F	7 WEZW-F	7
		WQFM-F	WLTQ-F			WEZW-F				
		9 WMIL-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKTI-F<	1 WKTI-F	1 WKTI-F	1 WKTI-F>	1 WKTI-F
2 WLUM-F	2 WLUM-F	2 WKLH-F<	2 WMYX-F<	2 WMYX-F
3 WLZR-AF	3 WMYX-F	3 WLUM-F	3 WLUM-F>	3 WLUM-F
4 WMYX-F>	4 WKLH-F	4 WMYX-F	4 WLTQ-F	4 WLTQ-F
5 WQFM-F	5 WLTQ-F	5 WLTQ-F	5 WKLH-F	5 WTMJ <
6	6 WLZR-AF	6 WZTR-F	6 WEZW-F	6 WKLH-F
7	WQFM-F	7	7	7 WEZW-F<
				8 WMIL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLZR-AF>	1 WLZR-AF	1 WKLH-F	1 WKLH-F	1 WKLH-F>
2 WQFM-F<	2 WKLH-F	2 WLZR-AF>	2 WLZR-AF	2 WZTR-F<
3 WLUM-F	3 WLUM-F<	3 WKTI-F	3 WLUM-F	3 WTMJ <
4 WKTI-F>	4 WKTI-F<	4 WLUM-F	4 WKTI-F	4 WMIL-F
5 WKLH-F>>	5 WQFM-F	5 WQFM-F	5 WZTR-F<	5 WLZR-AF
6	6	6 WZTR-F	6 WQFM-F	6 WLUM-F<
7	7	7	7 WTMJ	7 WKTI-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		213 (1)	213 (1)	10.1	10.6
AOR/CLASSIC	3 (1)	346 (3)	349 (4)	16.5	18.2
AC/OLDIES/SOFT ROCK	47 (1)	295 (3)	342 (4)	16.2	14.5
MOR/VARIETY	265 (2)		265 (2)	12.6	14.8
COUNTRY		134 (2)	134 (2)	6.4	8.0
BLACK/URBAN	66 (2)	186 (1)	252 (3)	11.9	6.4
BEAUTIFUL/EASY		144 (1)	144 (1)	6.8	8.1
NEWS/TALK	123 (4)		123 (4)	5.8	6.0
NOSTALGIA	152 (1)		152 (1)	7.2	6.4
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL		51 (1)	51 (1)	2.4	3.3
JAZZ/NEW AGE		57 (1)	57 (1)	2.7	2.3
UNKNOWN/OTHERS	3 (1)	25 (1)	28 (2)	1.3	0.8
	659 (12)	1451 (14)	2110 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBWI-F	92.5	West Bend	0.4/1.4/14/245
WRJN	1400	Racine	1.1/1.7/25/246
WTKM	1540	Hartford	0.1/0.2/ 4/49
WTKM-F	104.9	Hartford	1.1/1.6/32/339
WBBM	780	Chicago	0.4/2.3/17/505
WGN	720	Chicago	0.7/3.5/32/817
WLUP	1000	Chicago	0.6/1.7/23/299

RADIO STATIONS

AM STATIONS

WEMP,	1250,	5 KW (DA-2)	, OLDIES	TRNSTR, CBS,	$ 40.00 (Banner)	Heritage
WISN,	1130,	50 KW/10 KW (DA-N)	, TALK	ABC I, MBS,	$ 56.00 (Katz)	Hearst
WMVP,	1290,	5 KW (DA-2)	, BLACK	SMN,	$ 24.00 (K & P)	All Pro
WNOV,	860,	250 W (DAYS. DA)	, BLACK/GOSPEL	NBN,	$ 20.00 (---)	
WTMJ,	620,	5 KW (DA-N)	, MOR	NBC,	$ 128.00 (Christal)	Jounal Co.
WOKY,	920,	5 KW/1 KW (DA-2)	, NOSTALGIA	MBS,	$ 49.00 (CBS)	Sundance

FM STATIONS

WBZN,	100.7,	50 KW @ 500,	JAZZ/NAC	,	$ 44.00 (Torbet)	(RACINE)
WEZW,	103.7,	19 KW @ 840,	EZ/SOFT AC	,	$ 63.00 (Republic)	Multimedia
WFMR,	98.3,	3 KW @ 330,	CLASSICAL	,	$ 42.00 (CMBS)	
WKLH,	96.5,	20 KW @ 810,	CLASSIC AOR	,	$ 94.00 (Mc-Guild)	Saga
WKTI,	94.5,	16 KW @ 911,	CHR	SOURCE,	$ 96.00 (Christal)	Journal Co.
WLTQ,	97.3,	15 KW @ 980,	SOFT AC	RADRAD,	$ 56.00 (Katz)	Hearst
WLUM,	102.1,	50 KW @ 490,	BLACK/URBAN	RADRAD,	$ 49.00 (HNWH)	All Pro
WLZR,	102.9,	50 KW @ 440,	AOR	ABC F,	$ 62.00 (Republic)	Great American
WMIL,	106.1,	13 KW @ 976,	COUNTRY	,	$ 78.00 (CBS)	Sundance
WMYX,	99.1,	50 KW @ 450,	AC	CBS,	$ 59.00 (Banner)	Heritage
WQFM,	93.3,	13 KW @ 992,	AOR	ABC R,	$ 65.00 (Torbet)	Shamrock-Lynett
WZTR,	95.7,	34 KW @ 610,	OLDIES	,	$ 50.00 (Durpetti)	Mystar

CALL LETTER CHANGES

FORMAT CHANGES

WEZW changes from EZ to SOFT AC (Jan)

STATION SALES

WBZN A/F (Racine): From Adams to Ragan Henry for $3,500,000 (Capstone)

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,978,600

MSA Rank/Pop: 14/2,400,000
ADI # 13
Average Person Ratings: 17.5
Market TSL: 22.75 hours

Stations: 20/20
Diaries: 1912/1035:1/62.2%
Sample Target: 1720
% Below Line: 0.0
% Not Listed: 12.8

1989 Revenue: $74,000,000
HH Inc.: $35,952
Retail $: 20.8 Bil
Pop per Station: 98,930
#1 Biller: WCCO $21,500,000

12+ METRO			1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	WCCO	(MOR)	638/18.4	17.9	16.4	16.3	16.9	17.3	888/11370	8206/41.5	38.1	38.1	77	15.7	595	7138	WCCO
2.	KQRS-AF	(AOR)	314/ 9.1	9.9	8.6	8.0	8.4	8.9	379/5708	4741/24.0	22.2	21.9	108	12.0	450	5173	KQRS-AF
3.	KSTP-F	(AC)	281/ 8.1	6.5	7.7	8.7	9.2	7.8	313/4356	3771/19.1	17.7	20.9	138	5.5	207	3114	KSTP-F
4.	KEEY-F	(C)	276/ 8.0	6.0	6.1	6.5	6.8	6.7	300/3537	3040/15.4	12.8	15.5	114	6.9	262	3253	KEEY-F
5.	KDWB-F	(CHR)	257/ 7.4	6.6	6.8	6.5	6.8	6.8	297/5397	4660/23.6	20.8	21.6	41	9.6	365	4968	KDWB-F
6.	WLTE-F	(AC)	239/ 6.9	7.3	7.5	7.3	6.9	7.3	314/4884	3936/19.9	18.3	19.1	132	6.3	240	3044	WLTE-F
7.	WLOL-F	(CHR)	212/ 6.1	5.8	7.0	6.4	6.2	6.3	241/4976	4383/22.2	24.5	21.9	72	6.2	234	4706	WLOL-F
8.	KTCZ-F	(AOR)	160/ 4.6	4.0	4.2	4.5	4.2	4.3	163/2421	2315/11.7	12.5	10.4	157	3.0	112	1580	KTCZ-F
9.	KQQL-F	(O)	131/ 3.8	3.8	4.5	3.7	1.6	4.0	185/3138	2389/12.1	12.8	6.6	161	3.7	139	2216	KQQL-F
10.	KJJO-F	(AOR)	103/ 3.0	3.6	3.2	3.6	3.7	3.3	141/2324	1731/ 8.7	9.7	12.8	73	4.9	187	2186	KJJO-F
11.	KLXK-F	(O)	96/ 2.8	4.3	3.9	5.6	6.8	4.2	97/2285	2112/10.7	15.7	17.7	154	2.5	93	1400	KLXK-F
12.	KSTP	(N/T)	92/ 2.7	3.1	2.8	2.7	2.9	2.8	99/2010	1878/ 9.5	8.9	7.9	93	3.7	140	1887	KSTP
13.	KLBB	(BB)	61/ 1.8	2.1	2.6	1.5	1.6	2.0	61/869	869/ 4.4	5.3	4.2	22	1.9	71	637	KLBB
14.	WAYL	(EZ)	47/ 1.4	0.8	1.2	1.4	1.3	1.2	48/973	937/ 4.7	3.5	4.3	43	1.0	36	644	WAYL
15.	WDGY	(C)	36/ 1.0	1.1	1.8	1.6	1.3	1.4	70/1560	1197/ 6.0	5.5	5.4	80	0.6	24	887	WDGY

12+ FM SHARE (METRO): 68.06% (2056 of 3021) (FAL 88: 70.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF	1 WCCO <	1 WCCO	1 WCCO >>	1 WCCO >>	1 WCCO >	1 WCCO >	1 KDWB-F	1 WCCO >>
2 WLOL-F	2 KDWB-F	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KSTP-F	2 KQRS-AF	2 WLTE-F<	2 KQRS-AF	2 WCCO >	2 KSTP
3	3 WLOL-F	3 WCCO	3 KQRS-AF	3 KQRS-AF	3 KEEY-F<	3 KSTP-F>	3 KEEY-F	3 KEEY-F	3 WLOL-F<	3 WLTE-F
4	4 KSTP-F<	4 WLTE-F	4 WLTE-F	4 WLTE-F	4 WLTE-F>	4 KEEY-F<	4 KQRS-AF	4 KDWB-F	4 KQRS-AF>	4 KSTP-F>
5	5 KTCZ-F	5 KEEY-F	5 KEEY-F<	KEEY-F	5 KQQL-F	5 WLOL-F<	5 KSTP-F>	5 KSTP-F	5 KEEY-F	5 KQRS-F
6	KEEY-F	6 KDWB-F	6 KTCZ-F	6 KTCZ-F	6 KSTP	6 KDWB-F	6 KDWB-F<	6 WLTE-F	6 WLTE-F	6 KEEY-F
7	7 WLTE-F	7 KTCZ-F	7 KQQL-F	7 KQQL-F	7 KLBB	7 WLTE-F	7 WLOL-F<	7 WLOL-F	7 KSTP-F	7
8	8	8	8	8	8	8	8 KTCZ-F	8 KTCZ-F	8	8
							9 KQQL-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDWB-F>	1 KSTP-F	1 KSTP-F>	1 KSTP-F	1 KSTP-F	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 WCCO <
2 WLOL-F>	2 KDWB-F<	2 WLTE-F	2 WLTE-F>	2 WLTE-F	2 KDWB-F>	2 KTCZ-F	2 KTCZ-F	2 WCCO >	2 KQRS-AF>
3 WLTE-F	3 WLOL-F	3 KTCZ-F<	3 KEEY-F	3 WCCO	3 KJJO-F>	KJJO-F	3 KEEY-F	3 KTCZ-F	3 KTCZ-F
4 KQRS-AF	4 WLTE-F	4 KQRS-AF	KDWB-F	4 KEEY-F>	4 WLOL-F>	4 KDWB-F	4 WCCO	4 KSTP-F	4 KSTP-F
5 KEEY-F	5 KQRS-AF	KEEY-F<	5 WLOL-F	5 WLOL-F	5 WCCO	5 KEEY-F	5 KJJO-F	5 KEEY-F	5 KEEY-F
6 KSTP-F>	6 KEEY-F	6 WLOL-F	6 WCCO	KQQL-F	KEEY-F	6 WCCO	6 WLOL-F	6 KJJO-F	6 KQQL-F
7 KTCZ-F	7 KTCZ-F	7 KLXK-F	7 KQRS-AF	7 KTCZ-F	7	7 WLOL-F	7	7 KDWB-F<	7 WLTE-F
KJJO-F	8	8 WCCO	8	8	8	8	8	8 KQQL-F	8

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		469 (2)	469 (2)	15.5	15.1
AOR/CLASSIC	29 (2)	564 (3)	593 (5)	19.6	18.9
AC/OLDIES/SOFT ROCK	23 (1)	747 (4)	770 (5)	25.5	29.8
MOR/VARIETY	662 (2)		662 (2)	21.9	19.6
COUNTRY	36 (1)	276 (1)	312 (2)	10.3	9.4
BLACK/URBAN					
BEAUTIFUL/EASY	47 (1)		47 (1)	1.6	1.5
NEWS/TALK	92 (1)		92 (1)	3.0	3.4
NOSTALGIA	61 (1)		61 (1)	2.0	1.9
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE	15 (1)		15 (1)	0.5	
UNKNOWN/OTHERS					0.4
	965 (10)	2056 (10)	3021 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDWB	630	St. Paul	0.7/3.9/ 27/ 857
KTCJ	690	Minneapolis	0.4/0.8/ 16/ 163
KZOW	950	St. Louis Park	0.5/1.7/ 16/ 343
WMIN	1030	Maplewood	0.7/1.8/ 32/ 444

RADIO STATIONS

AM STATIONS

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KDWB,  630,  5 KW/500 W (DA-2), OLDIES                  , $   N/A  (Christal)     Mid Continent
KLBB, 1400,  1 KW              , NOSTALGIA    ABC D, CNN, $  34.00 (Roslin)
KSTP, 1500, 50 KW (DA-N)       , TALK/NEWS  ABC I, ABC T, $  50.00 (Mc-Guild)     Hubbard
KTCJ,  690,  500 W (DAYS)      , JAZZ                   , $  23.00 (Durpetti)     Parker
WAYL,  980,  5 KW (DA-1)       , BTFL/EZ                , $  20.00 (Banner)       Entercom
WCCO,  830, 50 KW              , MOR                 CBS, $ 279.00 (CBS)
WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY              MBS, $  46.00 (Katz)         Malrite
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FM STATIONS

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KDWB, 101.3,  50 KW @  840, CHR                         , $  95.00 (Christal)     Mid Continent
KEEY, 102.1,  50 KW @  842, COUNTRY                     , $ 117.00 (Katz)         Malrite
KJJO, 104.1, 100 KW @ 1040, AOR                      CBS, $  57.00 (Republic)     Park
KLXK,  93.7,  50 KW @  424, OLDIES/AC                   , $  70.00 (Durpetti)     Entercom
KQRS,  92.5,  50 KW @  822, AOR                   ABC R, $ 154.00 (Katz)         Cap Cities/ABC

KQQL, 107.9,  97 KW @ 1080, OLDIES                      , $  60.00 (Republic)     Trumper
KSTP,  94.5,  95 KW @ 1250, AC                          , $ 178.00 (Mc-Guild)     Hubbard
KTCZ,  97.1, 100 KW @  280, AOR                         , $  65.00 (Durpetti)     Parker
WLOL,  99.5,  50 KW @  844, CHR                         , $ 120.00 (HNWH)         Emmis
WLTE, 102.9, 100 KW @ 1304, SOFT AC                     , $ 100.00 (CBS)
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MOBILE

Arbitron Rank/Pop (12+): 88/394,700

MSA Rank/Pop: 102/491,000
ADI # 56 (w/Pensacola)
Average Person Ratings: 17.8
Market TSL: 23.50 hours

Stations: 26/20
Diaries: 797/495:1/50%
Sample Target: 780
% Below Line: 7.1
% Not Listed: 8.7

1989 Revenue: $11,100,000
HH Inc.: $23,909
Retail $: 3.3 Bil
Pop per Station: 19,735
#1 Biller: WKSJ-F $3,800,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKSJ-AF (C)	128/18.2	18.3	18.0	17.7	17.9	----	135/1487	1330/18.2	31.8	33.0	103	16.4	118	1348	WKSJ-AF
2. WBLX-F (B)	117/16.6	15.2	11.9	12.9	17.3	----	224/1755	1024/25.9	22.6	23.2	104	20.9	150	1250	WBLX-F
3. WABB-F (CHR)	85/12.1	11.6	14.7	13.9	15.4	----	130/2020	1137/28.8	27.3	28.4	82	17.3	124	1474	WABB-F
4. WGOK (B)	41/ 5.8	8.5	6.9	8.5	7.3	----	41/517	517/13.1	14.9	15.1	97	3.8	27	316	WGOK
5. WGCX-F (AOR)	38/ 5.4	5.2	3.0	2.4	1.2	----	66/810	406/10.3	12.2	8.1	120	6.7	48	438	WGCX-F
6. WKRG-F (AC)	32/ 4.6	3.7	4.4	5.0	4.5	----	57/1068	537/13.6	12.7	13.3	135	3.2	23	390	WKRG-F
7. WKRG (N/T)	29/ 4.1	5.8	4.0	4.6	4.4	----	30/500	485/12.3	10.3	11.9	54	4.6	33	297	WKRG
8. WMEZ-F (EZ)	26/ 3.7	2.8	1.9	2.5	2.6	----	81/939	312/ 7.9	6.5	4.2	51	1.0	7	200	WMEZ-F
9. WAVH-F (O)	24/ 3.4	5.4	5.4	3.3	4.5	----	60/1025	422/10.7	13.4	13.8	165	5.3	38	420	WAVH-F
10. WDLT-F (AC)	22/ 3.1	2.7	2.9	3.6	3.4	----	22/395	391/ 9.9	8.2	7.9	129	2.4	17	347	WDLT-F

12+ FM SHARE (METRO): 78.97% (507 of 642) (FAL 88: 71.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WABB-F	1 WBLX-F>>	1 WBLX-F>	1 WBLX-F<	1 WKSJ-AF	1 WKSJ-AF>>	1 WKSJ-AF>	1 WKSJ-AF>	1 WBLX-F<	1 WBLX-F>	1 WBLX-F>>
2 WBLX-F	2 WABB-F>	2 WKSJ-AF	2 WKSJ-AF>	2 WBLX-F>	2 WBLX-F	2 WBLX-F	2 WBLX-F	2 WKSJ-AF>	2 WABB-F>	2 WKRG <
3	3 WKSJ-AF	3 WABB-F>	3 WABB-F>	3 WABB-F>	3 WGOK <	3 WABB-F>>	3 WABB-F	3 WABB-F>>	3 WKSJ-AF>	3 WABB-F
4	WGCX-F>	4 WGCX-F	4 WGCX-F	4 WGCX-F	4 WKRG	4 WKRG	4 WGOK	4 WGCX-F<	4 WKRG-F	4 WKSJ-F>>
5	5 WKRG-F	5 WKRG-F	5 WKRG-F	5 WKRG-F	5 WABB-F<	5 WGCX-F	5 WGCX-F	5 WKRG-F	5 WGCX-F	5 WMEZ-F
6	6	6	6 WGOK	6 WGOK	6 WMEZ-F	6	6	6	6 WGOK	6
7	7	7	WAVH-F	WAVH-F>	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F	1 WABB-F	1 WBLX-F	1 WKSJ-AF	1 WKSJ-AF	1 WKSJ-AF>
2 WABB-F>>	2 WABB-F>	2 WKRG-F	2 WABB-F<	2 WKSJ-AF>	2 WBLX-F>	2 WABB-F	WBLX-F	2 WBLX-F<	2 WBLX-F>
3 WGOK	3 WKRG-F	3 WABB-F	3 WKSJ-AF>	3 WABB-F	3 WGCX-F>	3 WKSJ-AF	3 WGCX-F>	3 WABB-F>	3 WABB-F
WGCX-F	4 WGOK	4 WGOK	4 WGOK	4 WGOK	4 WKSJ-AF>	WGCX-F	4 WABB-F>>	4 WGCX-F>	4 WGCX-F
5 WKSJ-AF	5 WGCX-F	5 WKSJ-AF	5 WKRG-F	5 WKRG-F	5	5	5 WDLT-F>	5 WAVH-F	WAVH-F
6	6 WDLT-F	6	6	6		6	6 WZEW-F>	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	2 (1)	93 (3)	95 (4)	14.8	14.3
AOR/CLASSIC		49 (2)	49 (2)	7.6	6.0
AC/OLDIES/SOFT ROCK		78 (3)	78 (3)	12.1	14.0
MOR/VARIETY	14 (2)		14 (2)	2.2	1.6
COUNTRY	8 (1)	132 (3)	140 (4)	21.8	20.9
BLACK/URBAN	56 (3)	125 (2)	181 (5)	28.2	26.7
BEAUTIFUL/EASY		26 (1)	26 (1)	4.0	3.5
NEWS/TALK	29 (1)		29 (1)	4.5	4.4
NOSTALGIA	11 (1)		11 (1)	1.7	
RELIGION/GOSPEL	15 (2)		15 (2)	2.3	5.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	0.6	3.4
	135 (11)	507 (15)	642 (26)		

OTHER RATED STATIONS			TRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABB	1480	Mobile	0.3/3.5/ 2/ 158
WBCA	1110	Bay Minette	0.6/1.6/ 4/ 65
WBHY	840	Mobile	0.6/3.1/ 5/ 143
WBLX	660	Fairhope/Mobile	1.0/4.7/ 7/ 208
WHEP	1310	Foley	1.4/2.6/ 10/ 104
WLPR	960	Prichard/Mobile	1.6/3.0/ 11/ 121
WMML	1410	Mobile	1.1/4.8/ 8/ 207
WMMV-F	105.5	Bay Minette/Mob	1.1/5.0/ 8/ 211
WMOB	1360	Mobile	1.6/5.5/ 11/ 219
WZEW-F	92.1	Fairhope	1.6/5.1/ 12/ 212
WJLQ-F	100.7	Pensacola	0.6/6.1/ 38/ 822
WKNN-F	99.1	Pascagoula	0.6/1.5/ 35/ 522
WOWW-F	107.3	Pensacola	0.7/4.2/ 61/ 848
WQID-F	93.7	Biloxi	0.6/3.0/ 47/ 438
WXBM-F	102.7	Milton/Penscola	1.0/3.9/ 69/ 836

RADIO STATIONS

WBLX, 660, 22 KW/1 KW (DA-N) , BLACK	, $ N/A (HNWH)	Beasley	
WGOK, 900, 1 KW/500 W (DA-2), BLACK	SBN, $ 13.00 (Roslin)		
WKRG, 710, 1 KW/500 W (DA-N), NEWS/TALK	CBS, MBS, $ 27.00 (Katz)		
WMML, 1410, 5 KW (DA-N) , BLACK	SBN, $ 15.00 (K & P)		
WMOB, 1360, 5 KW (DAYS, DA) , GOSPEL	, $ 10.00 (---)		
WABB-F, 97.5, 100 KW @ 1350, CHR	ABC F, $ 68.00 (Christal)	Dittman	
WAVH-F, 96.1, 100 KW @ 1441, OLDIES	TRNSTR, $ 30.00 (Durpetti)	Marathon	
WBLX-F, 92.9, 100 KW @ 1555, BLACK	US 1, ABC C, $ 48.00 (HNWH)	Beasley	
WDLT-F, 98.3, 100 KW @ 300, SOFT AC	TRNSTR, $ 20.00 (K & P)		
WGCX-F, 104.1, 100 KW @ 1555, AOR	ABC R, $ 25.00 (Republic)		(ATMORE)
WKRG-F, 99.9, 100 KW @ 1604, AC	MBS, $ 30.00 (Katz)		
WKSJ-F, 94.9, 100 KW @ 430, COUNTRY	ABC E, $ 88.00 (Banner)	Capitol-Johnson	
WMMV-F, 105.5, 2.6 KW @ 357, BLACK	CBS, $ 15.00 (K & P)		(BAY MINETTE)
WZEW-F, 92.1, 3 KW @ 300, AOR	, $ 20.00 (---)		(FAIRHOPE)

MISCELLANEOUS COMMENTS: WMML-F changes to WMMV (Sep)...WABB primarily simulcasts with WABB-F except for TALK in p.m...

MODESTO

Arbitron Rank/Pop (12+): 127/284,100
MSA Rank/Pop: 140/347,000
Sacramento ADI
Average Person Ratings: 15.5
Market TSL: 21.00 hours

Stations: 22/13
Diaries: 643/442:1/44.4%
Sample Target: 660
% Below Line: 12.5
% Not Listed: 17.8

1989 Revenue: $10,200,000
HH Inc.: $26,480
Retail $: 2.3 Bil
Pop per Station: 21,853
#1 Biller: KHOP-F $2,000,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KHOP-F	(CHR)	56/12.8	13.9	8.7	7.1	5.9	----	134/2028	671/23.6	27.9	23.6	70	19.0	82	850	KHOP-F
2. KBEE-F	(EZ)	43/ 9.8	10.6	11.9	9.7	11.5	----	101/1259	506/17.8	16.3	19.8	56	6.7	29	340	KBEE-F
3. KDJK-F	(AOR)	35/ 8.0	11.2	9.1	13.0	8.0	----	79/988	421/14.8	17.9	14.8	111	12.5	54	433	KDJK-F
4. KLOC	(SP)	30/ 6.8	2.4	4.9	6.1	1.6	----	36/259	182/ 6.4	5.3	5.7	100	1.9	8	145	KLOC
5. KMIX-F	(C)	29/ 6.6	8.4	8.0	9.5	8.8	----	43/504	388/13.7	17.0	14.4	123	2.3	29	350	KMIX-F
6. KTRB	(C)	22/ 5.0	4.4	4.7	5.4	4.5	----	29/518	349/12.3	10.7	10.3	68	4.4	19	242	KTRB
KOSO-F	(AC)	22/ 5.0	5.3	6.3	8.0	9.9	----	40/533	317/11.2	14.5	12.4	154	4.9	21	350	KOSO-F
8. KVFX-F	(AOR)	20/ 4.6	2.6	3.5	3.8	8.0	----	32/467	252/ 8.9	8.9	9.2	148	5.8	25	344	KVFX-F
9. KCBS	(N/T)	15/ 3.4	2.6	3.7	2.4	3.2	----	50/931	254/ 8.9	5.2	10.4	50	1.6	7	187	KCBS
10. KABX-F	(O)	14/ 3.2	3.5	0.7	2.1	0.5	----	32/376	179/ 6.3	9.4	2.2	159	3.9	17	218	KABX-F
11. KJSN-F	(AC)	13/ 3.0	3.3	6.6	5.9	7.2	----	17/437	306/10.8	13.2	16.5	143	4.4	19	345	KJSN-F
12. KNBR	(MOR)	12/ 2.7	2.2	2.1	4.0	4.3	----	64/1216	213/ 7.5	7.9	6.6	126	3.7	16	190	KNBR
13. KUBB-F	(AC)	9/ 2.1	1.8	2.3	2.4	2.4	----	60/697	198/ 7.0	6.7	5.4	143	2.5	11	125	KUBB-F
KAMB-F	(REL)	9/ 2.1	2.4	1.9	2.1	2.9	----	14/217	154/ 5.4	4.8	5.5	143	3.2	14	143	KAMB-F

12+ FM SHARE (METRO): 73.13% (264 of 361) (FAL 88: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KDJK-F	1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KBEE-F>>	1 KHOP-F	1 KBEE-F	1 KHOP-F>	1 KHOP-F	1 KHOP-F
2	2 KHOP-F	2 KDJK-F	KDJK-F	KDJK-F	2 KTRB	2 KBEE-F>	2 KHOP-F	2 KDJK-F	2 KLOC >>	KDJK-F>
3	3 KLOC >	3 KLOC	3 KOSO-F	3 KMIX-F	3 KMIX-F	3 KDJK-F	3 KDJK-F	3 KLOC <	3 KDJK-F	3 KNBR
4	4 KVFX-F>	4 KMIX-F<	KMIX-F	4 KOSO-F	4 KCBS	4 KMIX-F	4 KMIX-F	4 KOSO-F	KBEE-F	KMIX-F
5	5 KMIX-F	5 KOSO-F	5 KVFX-F	5 KVFX-F	KOSO-F	5	5 KOSO-F	KBEE-F	5 KMIX-F	KBEE-F
6	6	6 KVFX-F	KLOC	KLOC	6	6	6 KTRB	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOC	1 KLOC	1 KLOC	1 KHOP-F	1 KOSO-F	1 KDJK-F	1 KDJK-F>	1 KDJK-F>	1 KDJK-F>	1 KDJK-F>
2 KHOP-F>>	2 KHOP-F>>	2 KHOP-F	2 KLOC	2 KHOP-F>	2 KHOP-F>	2 KHOP-F	2 KVFX-F>	2 KHOP-F	2 KVFX-F
3 KMIX-F	3 KMIX-F	3 KVFX-F>	3 KOSO-F	3 KMIX-F	3 KMEL-F>>	3 KVFX-F>	3 KHOP-F	3 KVFX-F	3 KMIX-F
KDJK-F>>	KDJK-F	4 KOSO-F	4 KMIX-F>	KLOC	4 KVFX-F	4 KLOC	4 KLOC >	4 KMIX-F	4 KHOP-F
5	5 KVFX-F	KMIX-F	5 KJSN-F	5 KJSN-F	KUBB-F	5 KMEL-F	5 KMIX-F>	5 KLOC	5 KLOC
	6	KDJK-F>	6	6	KOSO-F>>	6	6	6	KBEE-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		63 (2)	63 (2)	17.5	19.4
AOR/CLASSIC		35 (1)	35 (1)	9.7	10.8
AC/OLDIES/SOFT ROCK	4 (1)	58 (4)	62 (5)	17.2	9.4
MOR/VARIETY	12 (1)		12 (1)	3.3	2.5
COUNTRY	28 (2)	32 (2)	60 (4)	16.6	21.6
BLACK/URBAN					4.2
BEAUTIFUL/EASY		43 (1)	43 (1)	11.9	15.0
NEWS/TALK	19 (3)		19 (3)	5.3	5.8
NOSTALGIA	4 (1)		4 (1)	1.1	0.8
RELIGION/GOSPEL		9 (1)	9 (1)	2.5	2.2
SPANISH	30 (1)		30 (1)	8.3	6.9
CLASSICAL		20 (1)	20 (1)	5.5	1.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	1.1	
	97 (9)	264 (13)	361 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KOOK	970	Modesto	0.9/4.1/ 5/ 139
KCIV-F	99.9	Mt. Bullion	0.9/2.6/ 8/ 112
KFRC	610	San Francisco	0.9/2.0/ 25/ 280
KGO	810	San Francisco	0.5/2.0/ 16/ 347
KMEL-F	96.7	Manteca/Modesto	1.6/3.6/ 35/ 515
KMJ	580	Fresno	0.5/2.0/ 15/ 268
KRAK	1140	Sacramento	1.4/3.8/ 42/ 526
KRAK-F	105.1	Sacramento	0.7/1.8/ 29/ 429

RADIO STATIONS

KLOC,	920,	500 W/2.5 KW(DA-2),	HISPANIC	, $	15.00 (Lotus)		
KOOK,	970,	1 KW (DA-2)	, OLDIES	ABC D, $	N/A (Republic)	John Price	
KTRB,	860,	50 KW/10 KW(DA-2),	COUNTRY	NBC, $	20.00 (Banner)		
KABX-F,	97.5,	50 KW @ 493,	OLDIES	, $	22.00 (Republic)		(MERCED)
KAMB-F,	101.5,	50 KW @ 390,	RELIGION	, $	N/A (---)		(MERCED)
KJSN-F,	102.3,	3 KW @ 300,	AC	US 1, $	28.00 (MMR)	Community Pacific	
KBEE-F,	103.3,	50 KW @ 500,	BTFL/EZ	ABC D, $	25.00 (Republic)	John Price	
KDJK-F,	95.1,	32 KW @ 602,	AOR	, $	41.00 (Eastman)		
KHOP-F,	104.1,	50 KW @ 500,	CHR	, $	34.00 (Mc-Guild)	Fuller-Jeffrey	
KMIX-F,	98.3,	2 KW @ 371,	COUNTRY	MBS, $	31.00 (Christal)		([illegible])
KOSO-F,	93.1,	3 KW @ 1600,	AC	APR, $	32.00 (Katz)		(PATTERSON)
KUBB-F,	96.3,	2 KW @ 2079,	COUNTRY	, $	19.00 (HNWH)	Buckley	

OTHER RANKED STATIONS -- See Stockton and San Francisco...MISCELLANEOUS COMMENTS: KFIV-F changes calls to KJSN and format from CONTEMPORATY to AC (Sep)...KIZS-F changes calls to KVFX and format from URBAN/CHR to CLASSIC AOR (Sep)...

MONTGOMERY

Arbitron Rank/Pop (12+): 135/249,600
MSA Rank/Pop: 150/309,000
ADI # 109
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 12/12
Diaries: 695/359:1/56.3%
Sample Target: 630
% Below Line: 0.0
% Not Listed: 14.1

1989 Revenue: $9,000,000
HH Inc.: $24,163
Retail $: 2.0 Bil
Pop per Station: 20,800
#1 Biller: WLWI-F $2,800,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZHT-F	(B)	82/19.2	11.5	12.3	3.2	----	----	153/1212	665/26.6	21.2	20.3	77	23.2	101	724	WZHT-F
2. WLWI-F	(C)	66/15.5	17.2	18.1	19.2	----	----	93/1160	745/29.8	32.8	29.4	105	14.9	65	620	WLWI-F
3. WHHY-F	(CHR)	50/11.7	13.4	13.3	9.7	----	----	68/1103	771/30.9	32.7	29.1	87	12.8	56	660	WHHY-F
4. WXFX-F	(AOR)	46/10.8	9.3	7.4	12.7	----	----	51/536	363/14.5	19.7	21.1	140	13.5	59	534	WXFX-F
5. WXVI	(B)	31/ 7.3	5.3	5.1	8.3	----	----	34/333	285/11.4	12.2	11.6	95	3.9	17	218	WXVI
6. WSYA-F	(AC)	29/ 6.8	14.3	11.8	10.4	----	----	50/887	523/20.6	24.9	24.5	121	6.2	27	397	WSYA-F
7. WBAM-F	(CHR)	22/ 5.2	7.5	8.5	7.6	----	----	46/753	371/14.9	23.2	22.0	158	5.5	24	402	WBAM-F
8. WZTN	(REL)	15/ 3.5	2.6	2.4	5.6	----	----	15/144	135/ 5.4	4.9	5.0	83	1.1	5	72	WZTN
9. WLWI	(O)	9/ 2.1	1.5	0.5	1.2	----	----	10/218	165/ 6.6	6.8	3.8	57	0.7	3	92	WLWI
WAPZ	(REL)	9/ 2.1	----	----	----	----	----	9/121	115/ 4.6	0.0	0.0	57	1.4	6	66	WAPZ

12+ FM SHARE (METRO): 80.38% (295 of 367) (FAL 88: 85.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WXFX-F	1 WLWI-F	1 WLWI-F>>	1 WZHT-F<	1 WZHT-F	1 WZHT-F>	1 WZHT-F>>	1 WLWI-F>
2 WHHY-F	2 WXFX-F>	2 WXFX-F	2 WZHT-F	2 WXFX-F<	2 WXVI	2 WLWI-F	2 WLWI-F<	2 WLWI-F	2 WXVI	2 WZHT-F>
3	3 WHHY-F	3 WLWI-F	WLWI-F>	3 WZHT-F>	3 WZHT-F	3 WHHY-F>	3 WXFX-F>	3 WXFX-F	3 WLWI-F<	3 WHHY-F>
4	4 WLWI-F>	4 WHHY-F>	4 WHHY-F	4 WHHY-F	4 WSYA-F	4 WXFX-F	4 WHHY-F	4 WHHY-F>	4 WHHY-F	4 WXVI >>
5	5 WSYA-F	5 WSYA-F	5 WBAM-F	5 WSYA-F	5 WHHY-F	5	5 WSYA-F	5 WSYA-F	5	5 WXFX-F
6	6	WBAM-F	6 WSYA-F	WBAM-F	6	6	6	6	6	WHHY

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WZHT-F>>	1 WZHT-F>	1 WZHT-F	1 WZHT-F	1 WLWI-F
2 WHHY-F	2 WHHY-F	2 WHHY-F	2 WHHY-F	2 WZHT-F
3 WXFX-F	3 WXFX-F>	3 WXFX-F	3 WLWI-F	3 WHHY-F
4 WLWI-F	4 WLWI-F	4 WLWI-F	4 WXFX-F	4 WXVI
5 WSYA-F>>	5 WSYA-F	5 WSYA-F	5 WXVI	5 WXFX-F
6	6	6 WXVI	6 WSYA-F	WBAM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZHT-F>>	1 WXFX-F	1 WXFX-F>>	1 WZHT-F	1 WXFX-F
2 WXFX-F	2 WZHT-F>>	2 WZHT-F	WXFX-F>	2 WLWI-F<
WHHY-F>>	3 WLWI-F	3 WLWI-F>>	3 WLWI-F>	3 WZHT-F>
4 WSYA-F	4 WHHY-F>	4 WSYA-F	4 WHHY-F>	4 WHHY-F
WLWI-F	5 WSYA-F	WHHY-F	5 WSYA-F	5 WSYA-F
WBAM-F	6	WBAM-F>>	6	6 WBAM-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	3 (1)	72 (2)	75 (3)	20.4	10.1
AOR/CLASSIC		46 (1)	46 (1)	12.5	
AC/OLDIES/SOFT ROCK		29 (1)	29 (1)	7.9	31.9
MOR/VARIETY					
COUNTRY		66 (1)	66 (1)	18.0	22.3
BLACK/URBAN	31 (1)	82 (1)	113 (2)	30.8	29.9
BEAUTIFUL/EASY					
NEWS/TALK	5 (1)		5 (1)	1.4	2.3
NOSTALGIA	9 (1)		9 (1)	2.5	
RELIGION/GOSPEL	24 (2)		24 (2)	6.5	3.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	72 (7)	295 (6)	367 (13)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WACV	1170	Montgomery	1.2/3.8/ 8/ 108
WHHY	1440	Montgomery	0.7/3.6/ 3/ 104
WSYA	950	Montgomery	

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2) , TALK CBS, SUN, $ 12.00 (---)
WHHY, 1440, 5 KW/1 KW (DA-N) , SEE WHHY-F
WXVI, 1600, 5 KW/1 KW (DA-N) , BLACK SBN, $ 20.00 (Roslin)
WZTN, 1000, 5 KW (DAYS, DA) , OLDIES , $ 10.00 (---)

WBAM-F, 98.9, 100 KW @ 730, OLDIES , $ 30.00 (Christal)
WHHY-F, 101.9, 100 KW @ 670, CHR ABC C, $ 40.00 (Banner)
WLWI-F, 92.3, 100 KW @ 500, COUNTRY MBS, $ 65.00 (Katz) Colonial
WXFX-F, 95.3, 3 KW @ 230, CLASSIC ROCK NBN, $ 25.00 (Torbet)
WSYA-F, 103.3, 28 KW @ 290, AC US 1, $ 29.00 (Republic)
WZHT-F, 105.7, 100 KW @ 1854, BLACK , $ 26.00 (Banner) New South (TROY)

MISCELLANEOUS COMMENTS: WQIM changes to WXFX and format from BLACK to CLASSIC AOR (Sep)...WXVI sold for $300,000...WBAM-F changed from CHR to OLDIES (Sep)...

NASHVILLE

Arbitron Rank/Pop (12+): 46/829,000
MSA Rank/Pop: 52/995,000
ADI # 32
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 23/21
Diaries: 1142/725:1/50.2%
Sample Target: 1120
% Below Line: 1.5
% Not Listed: 10.5

1989 Revenue: $35,400,000
HH Inc.: $28,279
Retail $: 7.1 Bil
Pop per Station: 39,476
#1 Biller: WSM -AF $6,700,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSIX-F	(C)	176/12.4	8.9	9.4	7.9	9.9	9.6	226/2345	1638/19.8	19.1	19.4	123	8.9	127	1391	WSIX-F
2. WYHY-F	(CHR)	165/11.6	17.3	13.8	14.8	10.3	14.4	314/3850	2182/26.3	26.3	24.4	58	19.2	275	2609	WYHY-F
3. WSM -F	(C)	131/ 9.2	8.2	10.4	11.2	9.3	9.8	267/3108	1692/20.4	20.6	20.2	105	7.1	102	1430	WSM -F
4. WKDF-F	(AOR)	112/ 7.9	9.0	10.7	8.9	8.3	9.1	219/3112	1703/20.5	20.2	18.7	91	12.1	174	2159	WKDF-F
5. WQQK-F	(B)	103/ 7.2	7.1	5.9	5.3	6.9	6.4	104/1132	1054/12.7	11.7	13.7	110	10.3	148	1257	WQQK-F
6. WLAC-F	(AC)	94/ 6.6	6.8	7.6	7.8	7.1	7.2	157/2195	1451/17.5	17.6	16.9	129	7.6	109	1579	WLAC-F
7. WRMX-F	(AC)	86/ 6.1	6.8	5.4	4.4	5.1	5.7	122/1524	1060/12.8	12.5	13.2	159	6.0	86	1136	WRMX-F
8. WGFX-F	(AOR)	81/ 5.7	4.5	5.8	4.2	5.8	5.1	103/1649	1233/14.9	14.4	14.4	105	6.8	97	1350	WGFX-F
9. WZEZ-F	(EZ)	80/ 5.6	7.0	6.8	9.1	9.6	7.1	96/1664	1283/15.5	13.8	13.6	93	5.7	81	749	WZEZ-F
10. WSM	(C)	50/ 3.5	4.0	4.1	4.4	4.2	4.0	104/1655	941/11.4	11.5	11.6	57	2.0	29	773	WSM
11. WVOL	(B)	45/ 3.2	1.7	4.1	2.0	2.9	2.8	45/597	597/ 7.2	7.1	6.2	94	2.2	32	735	WVOL
12. WLAC	(N/T)	44/ 3.1	2.6	1.5	3.3	3.0	2.6	54/1055	874/10.5	4.6	9.7	90	2.2	32	795	WLAC
13. WSIX	(MOR)	18/ 1.3	0.6	0.4	0.5	0.8	0.7	18/545	508/ 6.1	3.4	4.0	115	1.3	18	336	WSIX
14.																
15.																

12+ FM SHARE (METRO): 83.88% (1067 of 1272) (FAL 88: 82.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ E	OVERNIGHT
1 WYHY-F>>	1 WYHY-F	1 WSIX-F	1 WSIX-F>	1 WSIX-F>	1 WSIX-F<	1 WSIX-F>	1 WSIX-F>	1 WYHY-F	1 WYHY-F	1 WSIX-F
2 WQQK-F	2 WKDF-F	2 WYHY-F	2 WRMX-F	2 WSM -F	2 WSM -F>	2 WYHY-F<	2 WSM -F<	2 WSIX-F	2 WQQK-F>	2 WSM -F
3 WKDF-F	3 WSIX-F<	3 WKDF-F	3 WSM -F<	WRMX-F	3 WRMX-F<	3 WSM -F	3 WYHY-F	3 WKDF-F	3 WSIX-F	WSM
4	4 WGFX-F	4 WLAC-F	4 WLAC-F<	4 WLAC-F	4 WZEZ-F>	4 WKDF-F	4 WLAC-F	4 WSM -F	4 WKDF-F<	4 WYHY-F
5	5 WLAC-F	5 WQQK-F<	5 WQQK-F	5 WQQK-F	5 WSM	5 WLAC-F	5 WZEZ-F	WQQK-F	5 WLAC-F	WQQK-F>
6	6 WQQK-F	6 WRMX-F<	6 WKDF-F	6 WKDF-F	6 WLAC	6 WQQK-F<	6 WKDF-F	6 WLAC-F	WGFX-F	6
7	7	7 WGFX-F<	7 WYHY-F	7 WYHY-F	7	7 WGFX-F	7 WGFX-F	7 WGFX-F	7 WSM -F	7
8	8	8 WSM -F	8 WGFX-F	8 WGFX-F	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYHY-F>>	1 WYHY-F>	1 WQQK-F	1 WYHY-F	1 WSIX-F
2 WLAC-F	2 WQQK-F	2 WYHY-F	2 WLAC-F	2 WQQK-F
3 WGFX-F	3 WLAC-F	3 WSIX-F	3 WQQK-F<	WLAC-F<
4 WKDF-F	4 WGFX-F<	4 WLAC-F	4 WSIX-F>	4 WSM -F
5 WQQK-F>>	5 WKDF-F	5 WKDF-F	5 WRMX-F	5 WRMX-F
6 WSM -F>	6 WSIX-F	6 WGFX-F>>	6 WSM -F	6 WYHY-F
7 WSIX-F	7	7 WZEZ-F	7 WKDF-F	7 WZEZ-F
WRMX-F>	8	WMDB	WGFX-F	8
9	9	9	9	9
10	10		10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKDF-F	1 WKDF-F	1 WSIX-F	1 WSIX-F	1 WSIX-F>
2 WYHY-F>	2 WSIX-F	2 WGFX-F	2 WKDF-F>	2 WRMX-F
3 WGFX-F	3 WGFX-F	3 WKDF-F	3 WGFX-F	3 WKDF-F
4 WSIX-F>	4 WYHY-F>	4 WLAC-F>	4 WYHY-F	4 WSM -F
5 WSM -F	5 WLAC-F	5 WYHY-F>	5 WRMX-F<	5 WGFX-F
WQQK-F>	6	6 WQQK-F>	6 WSM -F	6 WLAC-F
7	7	7	7 WLAC-F	7 WYHY-F
8	8		8	WQQK-F
9	9		9	9
	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		176 (2)	176 (2)	13.8	11.6	WAKM	950	Franklin	0.6/1.0/ 8/ 82
AOR/CLASSIC		193 (2)	193 (2)	15.2	15.8	WAMB	1160	Nashville	0.6/2.1/ 11/ 209
AC/OLDIES/SOFT ROCK	5 (1)	185 (3)	190 (4)	14.9	15.8	WDBL-F	94.3	Springfield	0.8/1.4/ 11/ 116
MOR/VARIETY	18 (1)		18 (1)	1.4	0.9	WKDA	1240	Nashville	0.4/2.4/ 5/ 197
COUNTRY	59 (2)	330 (5)	389 (7)	30.6	26.2	WMDB	880	Nashville	1.2/2.9/ 19/ 267
BLACK/URBAN	62 (2)	103 (1)	165 (3)	13.0	13.2	WRLT-F	100.1	Franklin/Nash.	0.4/2.8/ 6/ 262
BEAUTIFUL/EASY		80 (1)	80 (1)	6.3	10.8				
NEWS/TALK	44 (1)		44 (1)	3.5	3.4	WBVR-F	101.1	Russellville	0.7/1.7/133/1287
NOSTALGIA	9 (1)		9 (1)	0.7	1.2	WSTO-F	96.1	Owensboro/Ensv	0.8/1.0/ 11/ 146
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	8 (1)		8 (1)	0.6	1.1				
	205 (9)	1067 (14)	1272 (23)						

RADIO STATIONS

AM STATIONS

WAMB,	1160,	50 KW/1 KW (DA-N)	, NOSTALGIA	MBS, $	20.00	(Roslin)	
WLAC,	1510,	50 KW (DA-N)	, NEWS/TALK/RELIG.	CBS, $	45.00	(Durpetti)	Fairmont
WMDB,	880,	2.5 KW (DAYS, DA)	, BLACK	, $	17.00	(---)	
WSIX,	980,	5 KW (DA-N)	, MOR/VARIETY	, $	25.00	(Mc-Guild)	Capstar
WSM ,	650,	50 KW	, COUNTRY	NBC, $	47.00	(Christal)	Gaylord
WVOL,	1470,	5 KW/1 KW (DA-2)	, BLACK	NBN, $	25.00	(Republic)	

FM STATIONS

WGFX-F,	104.5,	100 KW @ 762,	CLASSIC AOR	, $	50.00	(Banner)	Capitol-Johnson (BALLANTIN)
WKDF-F,	103.3,	100 KW @ 1220,	AOR	ABC E, ABC R, $	92.00	(Katz)	Dick
WLAC-F,	105.9,	100 KW @ 1229,	AC	, $	90.00	(Durpetti)	Fairmont
WQQK-F,	92.1,	1.5 KW @ 430,	BLACK	, $	42.00	(Republic)	
WRMX-F,	96.3,	100 KW @ 840,	AC/OLDIES	, $	44.00	(HNWH)	Signature (MURFREESBORO)
WSIX-F,	97.9,	100 KW @ 1145,	COUNTRY	, $	85.00	(Mc-Guild)	Capstar
WSM-F ,	95.5,	100 KW @ 1280,	COUNTRY	, $	86.00	(Christal)	Gaylord
WYHY-F,	107.5,	100 KW @ 710,	CHR	US 2, $	80.00	(Eastman)	Jacor (LEBANON)
WZEZ-F,	92.9	100 KW @ 321	EZ	, $	54.00	(Eastman)	South Central

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WSIX A/F sold by Hicks to Capstar for $16,000,000 (Americom)

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,244,400

MSA Rank/Pop: 11/2,680,000
New York ADI
Average Person Ratings: 18.5
Market TSL: 24.00 hours

Stations: 39/14
Diaries: 1654/1357:1/50.5%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1989 Revenue: $32,300,000
HH Inc.: NA
Retail $: 26.0 Bil
Pop per Station: 160,314
#1 Biller: WALK-AF $8,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WALK-F (AC)	251/ 6.1	6.3	8.0	5.7	6.3	6.5		3231/14.1	15.1	13.1	138	5.9	234	2361	WALK-F
2. WBLI-F (CHR)	240/ 5.8	5.4	5.4	4.8	4.0	5.4		3461/15.4	13.5	12.8	124	5.5	221	3191	WBLI-F
3. WBAB-F (AOR)	237/ 5.7	5.2	4.9	3.9	4.8	4.9		3403/15.2	14.4	12.9	121	7.6	305	3092	WBAB-F
4. WHLI (BB)	160/ 3.9	2.4	3.0	3.7	3.5	3.3		1229/ 5.5	4.4	4.4	31	2.3	91	522	WHLI
5. WKJY-F (AC)	120/ 2.9	3.5	3.1	3.7	3.6	3.3		1699/ 7.6	7.2	7.8	117	2.3	92	1409	WKJY-F
6. WYNY-F (C)	119/ 2.9	3.1	3.1	3.2	2.8	3.1		1651/ 7.4	8.2	7.6	134	3.1	123	1478	WYNY-F
7. WCTO-F (EZ)	98/ 2.4	1.5	2.6	3.1	2.9	2.4		1321/ 5.9	6.2	6.4	79	1.7	66	770	WCTO-F
8. WGSM (MOR)	92/ 2.2	1.1	1.4	1.9	2.4	1.6		702/ 3.1	2.6	3.6	45	1.6	64	480	WGSM
9. WDRE-F (AOR)	61/ 1.5	1.5	1.7	1.9	1.4	1.6		1006/ 4.5	5.4	4.5	60	3.1	122	1569	WDRE-F
10. WRCN-F (AOR)	20/ 0.5	0.7	1.0	0.6	0.5	0.7		485/ 2.2	3.1	2.0	120	0.9	34	553	WRCN-F
11. WWHB-F (CHR)	15/ 0.4	----	0.4	----	----	0.2		277/ 1.2	1.1	0.0	100	0.7	27	454	WWHB-F
WBAB (AOR)	15/ 0.4	0.1	0.1	0.3	0.3	0.2		247/ 1.1	1.3	2.2	100				WBAB
13.															
14.															

15. NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA (FAL 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>>	1 WBAB-F>	1 WBAB-F	1 WALK-F<	1 WALK-F	1 WALK-F	1 WALK-F>	1 WALK-F	1 WBAB-F<	1 WBLI-F	1 WALK-F
2 WBAB-F	2 WBLI-F>	2 WBLI-F<	2 WBAB-F<	2 WBLI-F<	2 WHLI >	2 WBAB-F<	2 WBAB-F	2 WBLI-F	2 WBAB-F>	2 WBLI-F
3 WDRE-F	3 WALK-F	3 WALK-F>	3 WBLI-F>>	3 WBAB-F>	3 WBLI-F	3 WBLI-F>	3 WBLI-F>	3 WALK-F>	3 WALK-F	3 WBAB-F>>
4	4 WKJY-F>	4 WKJY-F>	4 WKJY-F	4 WYNY-F	4 WCTO-F	4 WHLI	4 WKJY-F>	4 WKJY-F	4 WDRE-F>	4 WDRE-F
5	5 WDRE-F	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WYNY-F	5 WYNY-F	5 WHLI	5 WYNY-F	5 WYNY-F	5 WYNY-F
6	6	6 WDRE-F	6	6	WGSM	6	WYNY-F	WCTO-F	6	6 WCTO-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLI-F>	1 WALK-F	1 WALK-F	1 WALK-F<	1 WALK-F	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>
2 WDRE-F	2 WBLI-F	2 WBLI-F	2 WBLI-F>	2 WBLI-F>	2 WDRE-F	2 WBLI-F>>	2 WBLI-F>>	2 WBLI-F	2 WALK-F
WALK-F	3 WKJY-F	3 WKJY-F	3 WKJY-F	3 WYNY-F	3 WBLI-F	3 WKJY-F	3 WALK-F	3 WALK-F>>	3 WBLI-F>
4 WKJY-F	4 WBAB-F>	4 WBAB-F>	4 WBAB-F	WKJY-F>	4 WKJY-F	4 WDRE-F	4 WKJY-F>	4 WDRE-F	4 WYNY-F>
5 WBAB-F>>	5 WDRE-F	5 WYNY-F	5 WYNY-F	5 WBAB-F	5	5 WALK-F	5 WYNY-F	5 WYNY-F	5 WKJY-F
6	6	6	6	6	6	6	6	6	6 WHLI

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP					
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK					
MOR/VARIETY					
COUNTRY					
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBAZ-F	101.7	Southold	0.3/0.8
WLIX	540	Islip	0.3/1.1

See New York for more about the following:

WABC	2.1/ 7.0	WLTW	3.5/ 9.0	WQCD-F	1.3/ 4.3
WBLS-F	0.8/ 3.0	WNCN-F	1.4/ 4.7	WQHT-F	3.3/10.3
WCBS	4.0/15.8	WNEW	0.9/ 5.0	WQXR-F	4.5/ 4.9
WCBS-F	4.6/13.7	WNEW-F	4.0/11.8	WRKS-F	1.2/ 3.9
WDRC-F	0.3/ 0.7	WNSR-F	2.1/ 7.1	WXRK-F	3.2/11.3
WEZN-F	1.4/ 4.9	WOR	3.7/ 7.4		
WFAN	3.5/10.2	WPAT	0.2/ 1.7		
WHTZ-F	5.5/19.3	WPAT-F	3.6/ 6.5		
WINS	2.7/14.0	WPLJ-F	2.2/12.0		
WJAZ-F	0.3/ 1.5	WPLR-F	0.4/ 2.1		

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA), MOR/NOSTALGIA, $ 55.00 (Roslin) Greater Media
WHLI, 1100, 10 KW (DAYS,DA), NOSTALGIA, $ 61.00 (Katz) Barnstable

WALK-F, 97.5, 45 KW @ 530, AC, $148.00 (Durpetti) American
WBAB-F, 102.3, 3 KW @ 268, AOR, $130.00 (MMR) Noble
WBLI-F 106.1, 10 KW @ 500, CHR, $110.00 (Katz) Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ, $ 60.00 (Roslin) Greater Media
WDRE-F, 92.7, 3 KW @ 300, AOR, $ 55.00 (Katz)
WKJY-F, 98.3, 3 KW @ 330, SOFT AC, $ 73.00 (Katz) Barnstable
WLNG-F, 92.1, 3 KW @ 325, AC MBS, $ 30.00 (K & P)
WRCN-F, 103.9, 1.5 KW @ 466, AOR, $ 50.00 (---)

MISCELLANEOUS COMMENTS: WBAB A/F sold by Noble for $26,000,000 (First Boston/CEA)...WWHB-F sold for $1,800,000...

NEW HAVEN

Arbitron Rank/Pop (12+): 89/393,600

MSA Rank/Pop: 94/524,000
Hartford ADI
Average Person Ratings: 16.6
Market TSL: 21.75 hours

Stations: 29/6
Diaries: 843/467:1/49.2%
Sample Target: 780
% Below Line: 42.0
% Not Listed: 15.4

1989 Revenue: $16,600,000
HH Inc.: $36,352
Retail $: 4.3 Bil
Pop per Station: 65,600
#1 Biller: WKCI-F $8,500,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKCI-F	(CHR)	96/14.7	13.3	11.7	12.9	11.1	----	240/3148	1197/30.4	32.9	27.6	99	13.8	97	1219	WKCI-F
2. WELI	(MOR)	65/ 9.9	10.2	10.1	9.9	10.7	----	70/1039	904/23.0	20.1	22.4	72	5.7	40	707	WELI
3. WPLR-F	(AOR)	59/ 9.0	7.0	7.1	8.2	10.3	----	124/1898	773/19.6	18.4	19.6	123	8.8	62	925	WPLR-F
4. WEZN-F	(AC)	34/ 5.2	6.4	6.6	6.7	5.1	----	170/2082	563/14.3	16.2	15.9	110	4.0	28	454	WEZN-F
5. WDRC-F	(O)	30/ 4.6	6.4	5.7	3.7	5.4	----	65/1213	509/12.9	13.8	13.9	143	4.0	28	447	WDRC-F
6. WAVZ	(BB)	25/ 3.8	4.9	4.8	4.4	4.9	----	39/475	350/ 8.9	9.0	9.7	16	3.1	22	254	WAVZ
7. WWYZ-F	(C)	23/ 3.5	4.0	4.4	0.5	1.7	----	110/1150	310/ 7.9	8.9	9.2	97	6.8	48	394	WWYZ-F
8. WFAN	(T)	22/ 3.4	2.2	2.3	----	----	----	62/1104	420/10.7	7.6	6.7	144	2.4	17	297	WFAN
9. WCBS	(N)	21/ 3.2	2.4	2.3	2.7	2.8	----	53/1277	519/13.2	11.0	9.9	81	2.8	20	412	WCBS
10. WEBE-F	(AC)	20/ 3.1	3.0	2.9	3.2	1.4	----	87/1285	371/ 9.4	8.4	9.0	165	2.6	18	233	WEBE-F
WNHC	(B)	20/ 3.1	3.3	4.7	4.2	4.4	----	23/372	340/ 8.6	8.0	7.9	110	2.7	19	375	WNHC
12. WKSS-F	(CHR)	19/ 2.9	3.7	3.9	4.4	6.9	----	56/1240	478/12.1	13.2	12.9	90	4.6	32	646	WKSS-F

12+ FM SHARE (METRO): 67.81% (375 of 553) (FAL 88: 63.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WKCI-F	1 WKCI-F>	1 WKCI-F	1 WKCI-F	1 WELI >	1 WKCI-F<	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WELI >>
2 WPLR-F	2 WPLR-F	2 WPLR-F>	2 WPLR-F>	2 WPLR-F>	2 WKCI-F>	2 WELI >	2 WPLR-F	2 WPLR-F	2 WELI	2 WCBS
3 WNHC	3	3 WDRC-F>	3 WDRC-F	3 WELI	3 WEZN-F	3 WPLR-F<	3 WELI >	3 WELI >	3 WPLR-F>	3 WPLR-F
4	4	4 WEBE-F	4 WEBE-F	4 WDRC-F	WAVZ >	4 WFAN >	4 WEZN-F	4 WAVZ <	4 WEZN-F	WKCI-F
5	5	5 WKSS-F	5 WEZN-F<	5 WEZN-F	5 WCBS	5 WEZN-F	5 WDRC-F	5 WWYZ-F<	5 WNHC	5 WEZN-F
6	6	WEZN-F	6 WELI	6	6 WDRC-F	6 WNHC	6 WAVZ	6 WEZN-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F>>	1 WKCI-F>>	1 WKCI-F>	1 WKCI-F>>	1 WKCI-F>>	1 WKCI-F	1 WPLR-F>	1 WPLR-F>>	1 WPLR-F	1 WPLR-F>
2 WKSS-F	2 WPLR-F>	2 WPLR-F	2 WPLR-F>	2 WELI	2 WPLR-F>	2 WKCI-F	2 WKCI-F>	2 WKCI-F>	2 WKCI-F
3 WPLR-F>	3 WEBE-F	3 WEBE-F>	3 WNHC	3 WEZN-F	3 WHCN-F>	3	3 WFAN	3 WDRC-F	3 WFAN
4 WNHC	4 WKSS-F	4 WIOF-F	4 WKSS-F	WPLR-F	4 WWYZ-F>	4	4 WEBE-F	4 WFAN >	4 WDRC-F
5	5 WDRC-F	WEZN-F	WDRC-F	5 WDRC-F	5 WDRC-F	5	5	5 WHCN-F	5 WEBE-F
6	6	WDRC-F	6	WNHC	WCCC-F	6	6	WEBE-F	WELI

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		125 (4)	125 (4)	22.6	18.8
AOR/CLASSIC		81 (3)	81 (3)	14.6	11.3
AC/OLDIES/SOFT ROCK		108 (5)	108 (5)	19.5	14.2
MOR/VARIETY	73 (3)		73 (3)	13.2	15.3
COUNTRY		23 (1)	23 (1)	4.2	5.0
BLACK/URBAN	20 (1)	9 (2)	29 (3)	5.2	8.5
BEAUTIFUL/EASY		16 (1)	16 (1)	2.9	11.6
NEWS/TALK	56 (5)		56 (5)	10.1	6.9
NOSTALGIA	27 (2)		27 (2)	4.9	6.1
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		13 (1)	13 (1)	2.4	0.5
	178 (12)	375 (17)	553 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WYBC-F	94.3	New Haven	2.0/6.1/ 14/ 260
WABC	770	New York	0.9/2.5/ 20/ 236
WALK-F	97.5	Patchogue	0.9/2.4/ 12/ 285
WBLS-F	107.5	New York	0.5/2.5/ 6/ 198
WCCC-F	106.9	Hartford	1.1/3.4/ 19/ 496
WFIF	1500	Milford	0.3/1.0/ 6/ 91
WHCN-F	105.9	Hartford	2.3/7.5/ 45/ 891
WICC	600	Bridgeport	0.3/2.2/ 80/1275
WIOF-F	104.1	Waterbury	2.8/8.8/ 58/ 956
WNEW	1130	New York	0.3/1.5/ 2/ 130
WOR	710	New York	0.8/1.6/ 27/ 346
WPOP	1410	Hartford	0.3/1.6/ 5/ 200
WQHT-F	97.1	New York	0.5/1.8/ 22/ 333
WRCH-F	100.5	New Britain/Hrt	2.4/6.7/ 39/ 663
WRKS-F	98.7	New York	0.9/3.4/ 19/ 348
WTIC	1080	Hartford	0.9/3.8/ 68/ 888
WTIC-F	96.5	Hartford	1.1/5.4/ 25/ 681

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), NOSTALGIA US 2, TRNSTAR, $ 35.00 (Mc-Guild) Noble
WELI, 960, 5 KW (DA-N), MOR, $ 70.00 (Banner) Clear Channel
WNHC, 1340, 1 KW, BLACK SBN, $ 124.00 (K & P)

WKCI-F, 101.3, 10 KW @ 1070, CHR, $ 145.00 (Mc-Guild) Noble
WPLR-F, 99.1, 14 KW @ 950, AOR, $ 83.00 (Durpetti) Southern Starr
WYBC-F, 94.3, 1 KW @ 122, JAZZ/VARIOUS, $ 21.00 (---)

OTHER RANKED STATIONS -- See Hartford, New Haven or New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 35/1,072,400

MSA Rank/Pop: 36/1,330,000
ADI # 35
Average Person Ratings: 18.2
Market TSL: 23.75 hours

Stations: 23/23
Diaries: 1507/712:1/48.7%
Sample Target: 1500
% Below Line: 0.0
% Not Listed: 9.6

1989 Revenue: $28,400,000
HH Inc.: $24,228
Retail $: 9.8 Bil
Pop per Station: 46,626
#1 Biller: WEZB-F $5,100,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYLD-F	(B)	295/15.1	13.3	9.3	10.2	8.5	12.0	299/2414	2218/20.7	19.2	17.4	105	16.7	291	2420	WYLD-F
2. WEZB-F	(CHR)	211/10.8	11.1	12.4	11.7	10.8	11.5	241/3775	3047/28.4	28.5	29.2	87	12.3	214	3290	WEZB-F
3. WQUE-AF	(B)	195/10.0	10.9	10.3	11.5	14.5	10.7	234/3196	2558/23.9	25.8	27.9	92	11.4	197	2717	WQUE-AF
4. WWL	(N/T)	124/ 6.3	6.1	4.8	5.1	8.6	5.6	156/3164	2432/22.7	14.0	21.7	78	5.9	103	1823	WWL
5. WLMG-F	(AC)	105/ 5.4	5.1	5.0	5.2	6.4	5.2	115/1672	1416/13.2	13.9	16.9	131	5.2	90	967	WLMG-F
6. WBOK	(REL)	93/ 4.8	4.4	4.7	3.3	3.2	4.3	93/785	767/ 7.2	6.8	6.7	69	3.0	53	536	WBOK
7. WLTS-F	(AC)	90/ 4.6	6.2	7.8	9.2	5.6	6.9	114/2073	1681/15.7	16.6	15.6	137	4.3	75	1355	WLTS-F
KQLD-F	(O)	90/ 4.6	2.5	1.7	1.9	2.1	2.7	135/1753	1256/11.7	4.5	3.3	159	4.3	75	1251	KQLD-F
9. WBYU	(BB)	89/ 4.6	5.0	5.4	4.9	4.5	5.0	94/1034	993/ 9.3	8.9	7.2	37	3.9	68	665	WBYU
10. WRNO-F	(AOR)	75/ 3.8	3.0	4.8	4.6	3.8	4.1	89/1660	1353/12.6	13.0	14.5	89	4.8	83	1576	WRNO-F
11. WNOE-F	(C)	69/ 3.5	3.4	3.1	4.1	4.3	3.5	121/1634	1023/ 9.5	8.1	11.4	97	3.4	60	781	WNOE-F
12. WCKW-F	(AOR)	68/ 3.5	2.8	3.9	3.4	4.0	3.4	99/1500	1090/ 9.8	10.1	10.9	143	5.4	94	1057	WCKW-F
13. WQXY-F	(C)	52/ 2.7	3.3	2.8	2.8	2.5	2.9	68/1011	748/ 7.0	7.7	7.5	126	2.3	41	760	WQXY-F
14. KHOM-F	(O)	49/ 2.5	2.6	2.5	1.3	1.4	2.2	129/1787	838/ 7.8	7.1	4.2	156	2.7	47	828	KHOM-F
15. WYLD	(REL)	37/ 1.9	2.1	1.7	2.1	2.8	1.9	43/677	608/ 5.7	6.9	7.4	153	2.3	40	692	WYLD
16. WSMB	(T)	31/ 1.6	1.1	1.4	1.6	1.9	1.4	31/539	527/ 4.9	4.6	4.9	50	1.4	24	394	WSMB
17. WTIX	(T)	26/ 1.3	1.5	1.5	1.1	0.8	1.4	30/581	473/ 4.4	5.0	4.5	77	1.4	24	246	WTIX
18.																
19.																
20.																

12+ FM SHARE (METRO): 73.13% (1293 of 1768) (FAL 88: 71.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WWL	1 WEZB-F	1 WYLD-F>	1 WYLD-F	1 WYLD-F>>	1 WYLD-F>>
2 WQUE-AF	2 WEZB-F	2 WEZB-F<	2 WEZB-F<	2 WEZB-F<	2 WYLD-F	2 WYLD-F	2 WEZB-F<	2 WQUE-AF<	2 WQUE-AF	2 WWL >>
3 WYLD-F	3 WQUE-AF>	3 WQUE-AF>	3 WQUE-AF	3 WQUE-AF	3 WBYU <	3 WWL	3 WQUE-AF	3 WEZB-F>	3 WEZB-F>	3 WBOK <
4	4 WRNO-F<	4 KQLD-F	4 KQLD-F	4 KQLD-F<	4 WBOK	4 WQUE-AF>	WLMG-F	4 WWL <	4 WBOK	4 WQUE-F
5	5 WCKW-F	5 WLMG-F<	5 WLMG-F	5 WLMG-F	5 WLMG-F	5 WLTS-F	5 WBYU	5 KQLD-F<	5 WRNO-F	5 WYLD
6	6 WLTS-F	6 WLTS-F	6 WLTS-F	6 WLTS-F	6 WNOE-F	6 WBOK <	6 WWL <	6 WLMG-F	6	WEZB-F
7	7 KQLD-F	7 WRNO-F	7	7	7 KQLD-F	7 WLMG-F	7 KQLD-F	7 WLTS-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F	1 WYLD-F>	1 WYLD-F	1 WYLD-F>	1 WYLD-F>
2 WEZB-F	2 WQUE-AF<	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WRNO-F	2 WEZB-F	2 WEZB-F>	2 WEZB-F	2 WEZB-F>
3 WQUE-AF>>	3 WEZB-F>	3 WLTS-F	3 WEZB-F>	3 WEZB-F	3 WQUE-AF	3 WQUE-AF	3 WCKW-F	3 WQUE-AF	3 WQUE-AF
4 WLTS-F	4 WLTS-F>	WEZB-F	4 WLTS-F	4 WLTS-F	4 WEZB-F>	4 WRNO-F	4 WQUE-AF>	4 WRNO-F<	4 WCKW-F
5	5 KQLD-F	5 KQLD-F	5 WLMG-F	5 WLMG-F	5 WCKW-F>>	5 WCKW-F	5 WRNO-F	5 WCKW-F	KQLD-F
6	6 WLMG-F	6	6 KQLD-F	KQLD-F	6	6	6	6 KQLD-F	6 WLMG-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		211 (1)	211 (1)	11.9	12.6	KGLA	1540	Gretna	0.3/0.7/ 6/ 71
AOR/CLASSIC		143 (2)	143 (2)	8.1	8.6	WADU	830	Norco/Kenner	0.8/1.3/ 20/ 183
AC/OLDIES/SOFT ROCK		334 (4)	334 (4)	18.9	16.8	WARB	730	Covington	0.6/1.0/ 15/ 140
MOR/VARIETY	12 (1)		12 (1)	0.7		WNOE	1060	New Orleans	0.9/2.5/ 18/ 353
COUNTRY	17 (1)	121 (2)	138 (3)	7.8	10.0	WYAT	990	New Orleans	1.0/3.4/ 19/ 381
BLACK/URBAN	6 (1)	484 (2)	490 (3)	27.7	34.2				
BEAUTIFUL/EASY	15 (1)		15 (1)	0.8					
NEWS/TALK	181 (3)		181 (3)	10.2	12.4				
NOSTALGIA	108 (2)		108 (2)	6.1	4.9				
RELIGION/GOSPEL	130 (2)		130 (2)	7.4	0.5				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	6 (1)		6 (1)	0.3					
	475 (12)	1293 (11)	1768 (23)						

AM STATIONS

WBOK	1230	1 KW	BLACK/GOSPEL	SBN	$ 27.00	(---)	Willis
WBYU	1450	1 KW	BIG BAND/EZ	SMN	$ 30.00	(Roslin)	
WNOE	1060	50 KW/5 KW (DA-2)	SOLD IN COMBINATION WITH WNOE-F				
WSMB	1350	5 KW (DA-2)	TALK	MBS, ABC I	$ 25.00	(Smith)	
WTIX	690	10 KW/5 KW (DA-2)	TALK	NBC, MBS	$ 30.00	(Mc-Guild)	United Network
WWL	870	50 KW (DA-1)	NEWS/TALK	CBS	$ 62.00	(Katz)	Keymarket
WYAT	990	250 W	NOSTALGIA	RADRAD	$ 21.00	(Durpetti)	
WYLD	940	10 KW/500 W (DA-2)	BLACK		$ 24.00	(Banner)	Interurban

FM STATIONS

KQLD	106.7	100 KW @ 960	RELIGION		$ N/A	(---)	(PORT SULPHUR)
KHOM	104.1	100 KW @ 1943	OLDIES	NBC	$ 30.00	(Torbet)	(HOUMA)
WCKW	92.3	100 KW @ 429	AOR	SOURCE	$ 35.00	(Republic)	
WEZB	97.1	100 KW @ 511	CHR	US 1	$ 97.00	(MMR)	EZ
WLMG	101.9	95 KW @ 825	AC		$ 55.00	(Katz)	Keymarket
WLTS	105.3	100 KW @ 925	SOFT AC	RADRAD	$ 60.00	(Durpetti)	
WNOE	101.1	100 KW @ 1004	COUNTRY	ABC E	$ 50.00	(Mc-Guild)	New Market
WQUE	93.3	93 KW @ 512	URBAN/CHR		$ 79.00	(Christal)	Clear Channel
WQXY	95.7	100 KW @ 580	COUNTRY		$ 45.00	(Christal)	Stoner
WRNO	99.5	100 KW @ 990	AOR	ABC F, ABC R	$ 53.00	(MMR)	
WYLD	98.5	100 KW @ 352	BLACK	ABC C	$ 54.00	(Banner)	Interurban

CALL LETTER CHANGES

KHAA changes to KQLD (July)

FORMAT CHANGES

KQLD changes format from RELIGION to OLDIES...WYAT changes from OLDIES to NOSTALGIA...

STATION SALES

NEW YORK

Arbitron Rank/Pop (12+): 1/14,126,100

MSA Rank/Pop: 1/15,400,000
ADI # 1
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 44/43
Diaries: 6048/2336:1/49.4%
Sample Target: 4000
% Below Line: 0.3
% Not Listed: 10.0

1989 Revenue: $315,700,000
HH Inc.: $32,828
Retail $:117.9 Bil
Pop per Station: 328,513
#1 Biller: WINS $25,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPAT-F (EZ)	1343/ 5.0	4.3	4.2	5.0	3.6	4.6	1405/16562	15756/11.2	12.8	12.9	52	2.7	702	8304	WPAT-F
2. WLTW-F (AC)	1284/ 4.7	5.7	5.3	4.3	4.7	5.0	1366/18895	18087/12.8	13.2	11.2	136	3.7	964	11900	WLTW-F
3. WINS (N/T)	1277/ 4.7	4.5	4.7	4.3	4.4	4.6	1289/29535	28917/20.5	19.5	19.8	89	4.1	1063	21207	WINS
4. WOR (N/T)	1240/ 4.6	4.3	3.7	4.5	4.7	4.3	1388/16298	14591/10.3	9.1	11.0	41	3.4	894	10821	WOR
5. WHTZ-F (CHR)	1172/ 4.3	5.7	6.0	5.3	5.6	5.3	1216/23634	22876/16.2	17.7	17.5	91	6.0	1557	24996	WHTZ-F
6. WCBS-F (AC)	1116/ 4.1	4.2	5.0	4.7	4.3	4.5	1161/18437	17448/12.4	14.4	12.4	154	2.6	920	14227	WCBS-F
7. WRKS-F (B)	1097/ 4.1	3.9	4.1	4.2	4.2	4.1	1127/16065	15508/11.0	10.3	10.5	80	6.3	1641	18743	WRKS-F
8. WQHT-F (CHR)	1073/ 4.0	3.9	4.0	4.0	4.0	4.0	1127/16474	15411/10.9	10.6	10.4	57	5.6	1439	15373	WQHT-F
9. WBLS-F (B)	1026/ 3 8	3.7	2.9	3.8	3.6	3.5	1037/13737	13397/ 9.5	9.4	10.4	121	4.6	1198	14366	WBLS-F
10. WNEW-F (AOR)	1002/ 3.7	4.2	4.2	3.5	3.2	3.9	1113/16901	15621/11.1	11.2	9.7	119	5.0	1306	16789	WNEW-F
11. WNSR-F (AC)	941/ 3.5	3.2	3.5	3.1	3.1	3.3	966/15084	14413/10.2	11.0	9.9	129	2.5	641	8908	WNSR-F
12. WCBS (N/T)	937/ 3.5	3.4	3.0	2.7	3.6	3.2	1046/21852	19123/13.5	12.0	13.8	63	2.6	682	13382	WCBS
13. WXRK-F (AOR)	829/ 3.1	3.6	3.4	3.1	3.4	3.3	892/16373	15136/10.7	10.7	10.6	129	3.3	846	13384	WXRK-F
14. WPLJ-F (CHR)	798/ 3.0	3.5	3.1	3.5	3.6	3.3	887/20319	18344/13.0	13.8	13.6	97	3.4	892	20608	WPLJ-F
15. WABC (N/T)	767/ 2.8	2.6	3.2	3.3	3.3	3.0	885/12431	11021/ 7.8	9.6	9.6	68	3.0	787	9220	WABC
16. WFAN (N/T)	732/ 2.7	3.1	2.5	1.8	2.3	2.5	872/14616	12240/ 8.7	10.1	8.4	115	2.5	660	10549	WFAN
17. WYNY-F (C)	686/ 2.5	3.1	2.3	2.8	2.9	2.7	726/9276	8478/ 6.0	7.1	7.9	120	2.1	548	5545	WYNY-F
18. WNEW (BB)	628/ 2.3	2.5	1.9	2.3	1.9	2.3	665/9519	8811/ 6.2	5.2	5.9	57	1.5	394	5269	WNEW
19. WQCD-F (J/NA)	619/ 2.3	2.2	2.5	2.9	1.8	2.5	627/9614	9367/ 6.6	7.3	5.0	161	3.1	796	9125	WQCD-F
20. WLIB (B)	459/ 1.7	1.2	1.0	1.4	1.3	1.3	459/4358	4354/ 3.1	2.7	2.7	118	1.3	340	3174	WLIB
21. WADO (SP)	454/ 1.7	1.7	1.2	1.6	1.9	1.6	454/3976	3961/ 2.8	2.2	3.6	100	1.6	403	3927	WADO
22. WSKQ-F (SP)	427/ 1.6	1.3	2.4	1.7	----	1.8	430/4506	4488/ 3.2	3.4	0.0	150	1.6	411	4116	WSKQ-F
23. WNCN-F (CL)	417/ 1.5	1.4	1.3	1.8	1.3	1.5	428/8075	7768/ 5.5	4.6	5.2	113	1.1	289	4526	WNCN-F
24. WSKQ (SP)	383/ 1.4	1.2	0.7	0.7	2.0	1.0	383/2847	2842/ 2.0	1.8	3.5	157	0.5	123	1726	WSKQ
25. WQXR-F (CL)	351/ 1.3	1.2	1.2	1.8	1.6	1.4	367/6719	6264/ 4.4	4.5	4.6	85	1.1	295	5351	WQXR-F

12+ FM SHARE (METRO): 65.50% (15937 of 24332) (FAL 88: 63.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHT-F<	1 WNEW-F	1 WLTW-F<	1 WCBS-F<	1 WLTW-F<	1 WPAT-F	1 WINS	1 WLTW-F	1 WLTW-F	1 WRKS-F	1 WINS
2 WHTZ-F	2 WQHT-F<	2 WNEW-F<	2 WLTW-F	2 WCBS-F>	2 WOR	2 WOR	2 WPAT-F	2 WPAT-F	2 WQHT-F<	2 WOR
3 WRKS-F>	3 WRKS-F<	3 WCBS-F<	3 WBLS-F	3 WBLS-F<	3 WINS	3 WCBS <	3 WCBS-F<	3 WHTZ-F<	3 WBLS-F	3 WBLS-F
4 WPLJ-F	4 WBLS-F<	4 WBLS-F	4 WNEW-F<	4 WNSR-F<	4 WCBS <	4 WXRK-F<	4 WNSR-F	4 WCBS-F	4 WOR	4 WCBS
5	5 WHTZ-F<	5 WHTZ-F<	5 WNSR-F	5 WNEW-F	5 WCBS-F<	5 WHTZ-F	5 WOR <	5 WABC	5 WHTZ-F<	5 WABC
6	6 WXRK-F	6 WXRK-F	6 WXRK-F	6 WINS	6 WLTW-F	6 WPAT-F	6 WNEW-F	6 WQHT-F	6 WLTW-F	6 WFAN
7	7 WLTW-F	WRKS-F	7 WHTZ-F	7 WXRK-F<	7 WABC	7 WCBS-F	7 WHTZ-F	7 WNSR-F	7 WPAT-F	7 WLTW-F
8	8 WNSR-F<	WNSR-F	8 WINS <	8 WHTZ-F	8 WNEW	8 WRKS-F	8 WYNY-F	WNEW-F<	8 WINS <	8 WCBS-F
9	9 WPLJ-F>	9 WQHT-F	9 WQCD-F	9 WQCD-F	9 WYNY-F<	9 WNEW-F	WBLS-F<	9 WRKS-F	9 WFAN	9 WRKS-F
10	10 WQCD-F	10 WPLJ-F	10 WRKS-F	10 WRKS-F	10 WNSR-F	10 WFAN	10 WABC	WOR	10 WPLJ-F	10 WPAT-F
					WFAN				WNEW-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQHT-F>	1 WQHT-F<	1 WLTW-F	1 WLTW-F>	1 WLTW-F>	1 WNEW-F	1 WNEW-F	1 WNEW-F>	1 WNEW-F	1 WCBS-F
2 WRKS-F	2 WRKS-F	2 WBLS-F>	2 WNSR-F<	2 WNSR-F	2 WQHT-F	2 WXRK-F>	2 WBLS-F<	2 WXRK-F	2 WXRK-F<
3 WHTZ-F	3 WLTW-F	3 WNSR-F<	3 WHTZ-F	3 WBLS-F<	3 WXRK-F	3 WBLS-F	3 WXRK-F	3 WCBS-F	3 WNEW-F
4 WPLJ-F>	4 WHTZ-F<	4 WRKS-F<	4 WRKS-F<	4 WCBS-F	4 WRKS-F	4 WHTZ-F<	4 WQCD-F	4 WBLS-F	4 WFAN
5 WNSR-F<	5 WBLS-F	5 WNEW-F	5 WQHT-F<	5 WHTZ-F	5 WHTZ-F	5 WQHT-F	5 WHTZ-F	5 WFAN	5 WBLS-F<
6 WLTW-F	6 WNSR-F	6 WHTZ-F	6 WBLS-F	6 WRKS-F	6 WBLS-F>	6 WRKS-F	6 WFAN	6 WRKS-F<	6 WINS
7 WNEW-F	7 WPLJ-F<	7 WPLJ-F	7 WCBS-F<	7 WINS	7 WNSR-F	7 WFAN	7 WCBS-F	7 WQCD-F	7 WQCD-F
8 WBLS-F	8 WNEW-F>	8 WQHT-F	8 WPLJ-F	8 WPLJ-F<	8 WPLJ-F	8 WQCD-F<	8 WPLJ-F	WINS	8 WLTW-F
9 WXRK-F	9 WXRK-F	9 WXRK-F	9 WNEW-F	9 WYNY-F	WBAB-F	9 WNSR-F	WNSR-F	WHTZ-F	9 WNSR-F
10 WDRE-F	10	10 WSKQ-F	10 WINS	10 WNEW-F	10 WFAN	10 WBAB-F	10 WRKS-F	10 WQHT-F	10 WHTZ-F
								WNSR-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		3287 (4)	3287 (4)	13.5	15.2	WBAB-F	102.3	BABYLON	0.9/2.8/251/4047
AOR/CLASSIC		2393 (5)	2393 (5)	9.8	8.9	WBLI-F	106.1	PATCHOGUE	0.9/2.5/250/3823
AC/OLDIES/SOFT ROCK		3924 (7)	3924 (7)	16.1	15.1	WCTO-F	94.3	SMITHTOWN	0.4/1.0/114/1406
MOR/VARIETY					0.8	WDHA-F	105.5	DOVER	0.3/1.4/ 95/2184
COUNTRY		686 (1)	686 (1)	2.8	3.2	WDRE-F	92.7	GARDEN CITY/NY	0.8/2.5/233/3766
BLACK/URBAN	615 (2)	2123 (2)	2738 (4)	11.3	10.4	WEVD	1050	New York	0.3/1.5/ 88/2232
BEAUTIFUL/EASY	351 (1)	1571 (3)	1922 (4)	7.9	6.8	WFME-F	94.7	NEWARK	0.5/1.2/146/1849
NEWS/TALK	4953 (5)		4953 (5)	20.4	21.0	WGSM	740	HUNTINGTON	0.4/0.6/103/ 923
NOSTALGIA	839 (2)		839 (2)	3.4	3.1	WHLI	1100	HEMPSTEAD	0.8/1.1/218/1619
RELIGION/GOSPEL	299 (1)	139 (1)	438 (2)	1.8	2.1	WHUD-F	100.7	PEEKSKILL	0.4/1.2/320/3306
SPANISH	1156 (4)	427 (1)	1583 (5)	6.5	6.8	WJIT	1480	NEW YORK	0.5/0.9/138/1272
CLASSICAL		768 (2)	768 (2)	3.2	3.4	WKDM	1380	NEW YORK	0.7/1.6/181/2231
JAZZ/NEW AGE		619 (1)	619 (1)	2.5	2.3	WKJY-F	98.3	HEMPSTEAD	0.5/1.4/131/1969
UNKNOWN/OTHERS	182 (3)		182 (3)	0.7	0.7	WMGQ-F	98.3	NEW BRUNSWICK	0.3/0.9/ 97/1271
	---------	---------	---------			WNJR	1430	NEWARK	0.6/1.6/156/2243
	8395 (18)	15937 (27)	24332 (45)			WWRL	1600	NEW YORK	1.1/2.2/299/3152
						WEZN-F	99.9	BRIDGEPORT	0.3/1.3/293/4413

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW	, TALK	ABC I,	240.00 (Banner)	Cap Cities/ABC
WADO,	1280,	5 KW	, HISPANIC	,	140.00 (---)	
WCBS,	880,	5 KW	, NEWS	CBS,	370.00 (CBS)	CBS
WEVD,	1050,	50 KW (DA-1)	, BIG BAND	,	75.00 (Groskin)	
WFAN,	660,	50 KW	, SPORTS TALK	NBC US 1,	200.00 (HNWH)	Emmis
WINS,	1010,	50 KW (DA-1)	, NEWS	ABC D,	410.00 (Group W)	Westinghouse
WJIT,	1480,	5 KW (DA-2)	, HISPANIC	,	90.00 (---)	Infinity
WKDM,	1380,	5 KW (DA-1)	, HISPANIC	,	96.00 (Katz Hisp.)	United
WLIB,	1190,	10 KW (DAYS,DA)	, BLACK NEWS/TALK	SBN,	90.00 (Mc-Guild)	Inner City
WNEW,	1130,	50 KW (DA-N)	, NOSTALGIA	MBS, NBC,	180.00 (Katz)	Westwood One
WOR,	710,	50 KW (DA-1)	, TALK	ABC E,US 2,	310.00 (Republic)	RKO
WPAT,	930,	5 KW (DA-2)	, BTFL/EZ	,	N/A (Katz)	Park
WQXR,	1560,	50 KW (DA-2)	, FINE ARTS	,	N/A (Mc-Guild)	NY Times
WSKQ,	620,	5 KW (DA-2)	, HISPANIC	,	120.00 (SBS)	SBS
WWRL,	1600,	5 KW (DA-2)	, GOSPEL	NBN,	70.00 (K & P)	

FM STATIONS

WBLS,	107.5,	5.4 KW @ 1241,	BLACK	ABC F,	320.00 (Mc-Guild)	Inner City	
WCBS,	101.1,	4.6 KW @ 1300,	OLDIES	RADRAD,	380.00 (CBS)	CBS	
WHTZ,	100.3,	7.8 KW @ 1220,	CHR	,	425.00 (Christal)	Malrite	
WFME,	94.7,	37 KW @ 570,	RELIGION	,	N/A (---)	Family	
WHUD,	100.7,	50 KW @ 500,	BTFL/EZ	,	100.00 (Katz)		(PEEKSKILL)
WLTW,	106.7,	7.6 KW @ 1220,	SOFT AC	,	375.00 (Katz)	Viacom	
WNCN,	104.3,	7.6 KW @ 1220,	CLASSICAL	APR,TRNSTR,	175.00 (CMBS)	GAF	
WNEW,	102.7,	7.8 KW @ 1210,	AOR	SOURCE,	310.00 (Katz)	Legacy	
WNSR,	105.1,	7.8 KW @ 1220,	AC	,	225.00 (Mc-Guild)	Bonneville	
WPAT,	93.[illegible],	[illegible] KW @ 1420,	BTFL/EZ	,	240.00 (Katz)	Park	
W[illegible]	[illegible],	7.2 KW @ 1335,	CHR	ABC R,	295.00 (Banner)	Cap Cities/ABC	
WQCD,	101.9,	5.3 KW @ 1420,	JAZZ	,	215.00 (Christal)	Tribune Co.	
WQHT,	97.1,	6.7 KW @ 1340,	CHR/URBAN	,	230.00 (HNWH)	Emmis	
WQXR,	96.3,	7.8 KW @ 1220,	CLASSICAL	,	170.00 (Mc-Guild)	NY Times	
WRKS,	98.7,	7.8 KW @ 1225,	BLACK	US1,	288.00 (Republic)	Summit	
WSKQ,	97.9,	7.6 KW @ 1220,	HISPANIC	,	125.00 (SBS)	SBS	
WXRK,	92.3,	5.4 KW @ 1200,	CLASSIC AOR	ABC R,	300.00 (Torbet)	Infinity	

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WNEW: From Westwood One to
Command for $15,300,000...
(THIS DEAL WAS CANCELLED)

NORFOLK

Arbitron Rank/Pop (12+): 32/1,144,600
MSA Rank/Pop: 33/1,390,000
ADI # 40
Average Person Ratings: 18.0
Market TSL: 23.75 hours

Stations: 26/25
Diaries: 1482/772:1/57.9%
Sample Target: 1310
% Below Line: 0.5
% Not Listed: 9.6

1989 Revenue: $32,600,000
HH Inc.: $29,175
Retail $: 9.9 Bil
Pop per Station: 45,784
#1 Biller: WNOR-AF $4,900,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFOG-F (EZ)	207/10.0	6.6	9.0	8.6	8.3	8.6	246/2367	2045/17.9	16.3	16.1	68	6.5	139	1478	WFOG-F
2. WCMS-AF (C)	182/ 8.8	7.4	9.9	8.7	8.4	8.7	233/2317	1823/15.9	17.4	15.8	91	8.2	176	2357	WCMS-AF
3. WAFX-F (AOR)	167/ 8.1	6.8	11.7	4.5	2.5	7.8	216/2473	1994/17.4	19.1	5.4	110	10.2	218	2224	WAFX-F
4. WWDE-F (AC)	141/ 6.8	6.0	4.4	4.5	6.0	5.4	146/2031	1824/15.9	12.6	15.6	140	5.2	111	1397	WWDE-F
5. WNOR-AF (AOR)	136/ 6.5	7.9	6.6	10.6	9.0	7.9	150/2104	1943/17.0	15.7	18.0	100	8.7	186	2603	WNOR-AF
6. WOWI-F (B)	129/ 6.3	6.9	7.3	8.7	8.0	7.3	137/2048	1814/15.8	15.2	18.2	102	10.6	226	2375	WOWI-F
7. WNVZ-F (CHR)	128/ 6.2	5.3	7.6	7.4	6.9	6.6	145/2490	2126/18.6	21.0	20.1	85	8.5	182	2588	WNVZ-F
8. WJQI-AF (AC)	113/ 5.5	5.6	5.1	5.5	5.7	5.4	129/1731	1581/13.7	11.3	12.4	135	4.4	93	1205	WJQI-AF
9. WMYK-F (B)	112/ 5.4	3.9	5.6	4.7	5.9	4.9	140/1879	1612/14.1	14.4	14.8	96	8.2	174	2553	WMYK-F
10. WGH -F (CHR)	85/ 4.1	4.9	3.4	5.7	5.0	4.5	103/1965	1550/13.5	11.7	61.1	51	0.0	0	80	WGH -F
11. WLTY-F (O)	64/ 3.1	4.7	4.4	5.3	6.8	4.4	102/1610	1201/10.5	12.9	16.0	129	2.7	58	869	WLTY-F
12. WNIS (N/T)	63/ 3.1	3.5	2.6	2.2	2.5	2.8	64/765	711/ 6.2	6.5	6.5	81	2.3	50	669	WNIS
13. WTAR (MOR)	61/ 3.0	2.6	2.9	2.7	3.2	2.8	66/1049	968/ 8.5	8.6	8.7	77	2.0	42	748	WTAR
14. WPCE (REL)	60/ 2.9	3.3	2.4	3.0	3.1	2.9	60/762	747/ 6.5	4.7	6.6	76	2.0	42	497	WPCE
15. WZCL-F (O)	45/ 2.2	4.3	1.4	1.7	3.2	2.4	66/1007	856/ 7.5	5.6	7.2	141	2.3	49	1098	WZCL-F
16. WBSK (B)	43/ 2.1	3.4	2.1	1.8	3.0	2.3	45/888	857/ 7.5	7.8	8.7	86	1.9	40	699	WBSK
17. WKEZ-F (C)	35/ 1.7	2.0	1.1	1.4	1.2	1.5	57/702	404/ 3.5	3.0	2.8	124	1.7	36	519	WKEZ-F
18. WOFM-F (AOR)	26/ 1.3	1.9	0.6	1.5	0.6	1.3	26/325	325/ 2.8	2.5	2.1	108	1.4	29	393	WOFM-F
19.															
20.															

12+ FM SHARE (METRO): 85.15% (1588 of 1865) (FAL 88: 84.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMYK-F	1 WAFX-F	1 WAFX-F	1 WAFX-F<	1 WWDE-F	1 WFOG-F>	1 WCMS-AF	1 WFOG-F	1 WFOG-F<	1 WAFX-F	1 WOWI-F
WGH -F	2 WNOR-AF	2 WNOR-AF	2 WWDE-F	2 WAFX-F	2 WCMS-AF>	2 WFOG-F<	2 WCMS-AF	2 WAFX-F	2 WOWI-F	2 WFOG-F
3 WNVZ-F>	3 WOWI-F	3 WWDE-F	3 WJQI-AF	3 WCMS-AF	3 WWDE-F	3 WWDE-F	3 WWDE-F	3 WCMS-AF<	3 WNVZ-F<	3 WAFX-F<
4 WOWI-F	4 WNVZ-F <	4 WJQI-AF	4 WNOR-AF<	4 WJQI-AF	4 WJQI-AF	4 WNOR-AF	4 WAFX-F<	4 WWDE-F	4 WMYK-F	4 WPCE
5	5 WWDE-F	WOWI-F	5 WOWI-F	5 WFOG-F<	5 WNIS <	5 WNVZ-F	5 WNOR-AF	5 WNOR-AF<	5 WFOG-F<	5 WCMS-F
6	6 WMYK-F	6 WNVZ-F<	6 WCMS-AF	6 WNOR-AF<	6 WTAR	WAFX-F<	6 WJQI-AF	6 WNVZ-F	6 WNOR-AF	6 WMYK-F
7	7 WCMS-AF	7 WCMS-AF	7 WNVZ-F	7	7	7 WMYK-F	7 WNVZ-F	7 WMYK-F	WGH -F	7 WNIS
8	8 WJQI-AF	8 WMYK-F	WMYK-F<	8	8	8	8	8	8 WJQI-AF	8
9	9	9	9 WFOG-F	9	9	9	9	9	9	
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNVZ-F	1 WWDE-F<	1 WWDE-F	1 WWDE-F	1 WWDE-F	1 WNOR-AF	1 WAFX-F	1 WAFX-F>	1 WAFX-F<	1 WAFX-F<
WGH -F	2 WAFX-F	2 WAFX-F	2 WJQI-AF	2 WJQI-AF	2 WAFX-F>	2 WNOR-AF>	2 WNOR-AF>	2 WNOR-AF>	2 WCMS-AF
3 WOWI-F	3 WOWI-F<	3 WJQI-AF	3 WNVZ-F	3 WFOG-F>	3 WCMS-AF	3 WCMS-AF	3 WOWI-F	3 WCMS-AF	3 WNOR-AF
WMYK-F	4 WNVZ-F	4 WOWI-F	4 WOWI-F<	4 WNVZ-F	4 WNVZ-F	4 WOWI-F	4 WMYK-F	4 WOWI-F	4 WWDE-F
5 WAFX-F	5 WJQI-AF	5 WNVZ-F	5 WAFX-F	5 WOWI-F	5 WOWI-F	5 WNVZ-F	5 WCMS-AF	5 WNVZ-F	5 WOWI-F
6 WWDE-F	6 WMYK-F>	6 WMYK-F>	6 WMYK-F	WAFX-F	6 WGH -F	6 WMYK-F	WWDE-F>	WMYK-F<	6 WMYK-F
7 WJQI-AF	7 WGH -F	7 WCMS-AF	WFOG-F	7 WCMS-AF<	7 WFOG-F	7	7 WZCL-F	7 WWDE-F	7
8	8	WNOR-AF	8	8 WMYK-F	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		213 (2)	213 (2)	11.4	13.1
AOR/CLASSIC	3 (1)	326 (3)	329 (4)	17.6	17.0
AC/OLDIES/SOFT ROCK		363 (4)	363 (4)	19.5	20.3
MOR/VARIETY	61 (1)		61 (1)	3.3	3.4
COUNTRY	10 (1)	207 (2)	217 (3)	11.6	13.3
BLACK/URBAN	43 (1)	241 (2)	284 (3)	15.2	12.1
BEAUTIFUL/EASY		217 (2)	217 (2)	11.6	9.2
NEWS/TALK	63 (1)		63 (1)	3.4	2.8
NOSTALGIA					
RELIGION/GOSPEL	85 (4)	21 (1)	106 (5)	5.7	8.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (2)		12 (2)	0.6	
	277 (11)	1588 (16)	1865 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKSV-F	96.1	Cp Charles/Va B	1.0/2.9/ 24/ 375
WPEX	1490	Hampton	0.6/1.2/ 12/ 153
WPMH	1010	Portsmouth	0.3/0.7/ 7/ 77
WTJZ	1270	Newport News	0.4/2.0/ 8/ 244
WZAM	1110	Norfolk	0.5/1.0/ 10/ 129
WQSF-F	96.5	Wiliamsbrg/rmd	0.5/1.4/ 18/ 342

AM STATIONS

WNIS, 850, 5 KW/1 KW (DA-2) , NEWS/TALK	NBC, ABC T, $	40.00 (Roslin)	Sinclair
WPCE, 1400, 1 K , GOSPEL	SBN, $	26.00 (Mc-Guild)	Willis
, 1350, 5 KW (DA-2) , BLACK	NBC, ABC F, $	34.00 (Roslin)	Ragan Henry
WTAR, 790, 5 KW (DA-1) , MOR	CBS, $	42.00 (Katz)	Landmark

FM STATIONS

WAFX, 106.9, 100 KW @ 964, CLASSIC AOR	, $	50.00 (CBS)	Downs
WCMS, 100.5, 50 KW @ 500, COUNTRY	ABC E, $	97.00 (Eastman)	
WFOG, 92.9, 50 KW @ 480, BTFL/EZ	, $	67.00 (MMR)	Sunshine Wireless
WGH , 97.3, 74 KW @ 400, CHR	ABC E, $	51.00 (Durpetti)	Susquehanna
WJQI, 94.9, 50 KW @ 500, SOFT AC	, $	44.00 (Torbet)	Coleman
WKEZ, 94.1, 50 KW @ 500, COUNTRY	US 2, $	38.00 (Roslin)	Eure
WLTY, 95.7, 40 KW @ 881, AC	, $	71.00 (Katz)	Landmark
WMYK, 93.7, 100 KW @ 940, BLACK	ABC C, $	49.00 (Durpetti)	(ELIZABETH CITY)
WNOR, 98.7, 46 KW @ 520, AOR	SOURCE, $	96.00 (Mc-Guild)	Saga
WNVZ, 104.5, 50 KW @ 480, CHR	, $	70.00 (Republic)	Wilks-Schwartz
WOFM, 92.1, 2 KW @ 400, AOR	, $	23.00 (K & P)	(MOYOCK, NC)
WOWI, 102.9, 50 KW @ 500, BLACK	SBN, $	53.00 (Mc-Guild)	Ragan Henry
WWDE, 101.3, 50 KW @ 500, AC	RADRAD, $	84.00 (Christal)	Edens
WZCL, 105.3, 50 KW @ 500, ??	MBS, ABC D, $	40.00 (Banner)	ML/WIN

CALL LETTER CHANGES

WRAP changes to WBSK (Dec)

FORMAT CHANGES

STATION SALES

WMYK-F (Eliz. City, NC) sold by Lucci to Paco-Jon for $7,500,000 (Chapman)...WOFM-F (Moyock) sold for $3,075,000 (Hickman)...

WAFX-F sold by Downs to Radio Ventures for $10,000,000 (Richards)

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 47/818,800

MSA Rank/Pop: 46/990,000
ADI # 41
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 20/20
Diaries: 1276/638:1/53.2%
Sample Target: 1130
% Below Line: 0.0
% Not Listed: 7.1

1989 Revenue: $23,500,000
HH Inc.: $25,477
Retail $: 7.9 Bil
Pop per Station: 40,940
#1 Biller: KXXY-AF $4,700,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KXXY-AF (C)	191/14.0	15.6	15.0	14.1	13.9	14.7	254/2834	2116/26.0	29.1	28.9	111	13.6	186	1672	KXXY-AF
2. KJYO-F (CHR)	125/ 9.2	8.7	10.1	11.8	12.3	9.9	150/2543	2011/24.7	27.9	27.4	66	13.1	180	2226	KJYO-F
3. KTOK (N/T)	112/ 8.2	8.7	5.9	7.4	7.3	7.6	117/1853	1689/20.8	12.5	17.6	67	7.2	99	1055	KTOK
4. KKNG-F (EZ)	110/ 8.1	8.8	7.8	9.4	10.0	8.5	141/1647	1312/16.1	15.9	15.7	80	6.6	90	939	KKNG-F
5. KZBS-F (CHR)	105/ 7.7	5.9	6.4	8.1	5.0	7.0	123/2087	1583/19.5	18.7	16.6	83	7.9	108	1929	KZBS-F
6. KATT-F (AOR)	103/ 7.6	4.7	7.5	7.8	10.0	6.9	156/2144	1514/18.6	16.9	18.6	74	9.6	131	1617	KATT-F
7. KRXO-F (AOR)	90/ 6.6	6.8	5.4	6.3	5.0	6.3	99/1491	1311/16.1	15.4	11.8	142	5.2	71	1300	KRXO-F
8. KEBC-F (C)	87/ 6.4	5.7	6.5	3.6	3.7	5.6	129/2166	1444/17.8	14.5	12.4	92	5.2	71	975	KEBC-F
9. KOMA (O)	81/ 5.9	7.0	5.7	5.1	4.7	5.9	107/1453	1019/12.5	12.1	10.0	147	6.3	86	1109	KOMA
10. KMGL-F (AC)	68/ 5.0	4.6	6.4	5.1	4.4	5.3	87/1483	1132/13.9	13.6	11.5	114	4.8	66	636	KMGL-F
11. KLTE-F (AC)	55/ 4.0	3.7	4.0	4.7	4.7	4.1	67/1442	1176/14.5	12.9	11.2	140	3.4	46	1044	KLTE-F
12. WKY (C)	54/ 4.0	3.0	2.4	2.8	5.1	3.0	70/1391	935/11.5	7.0	15.1	82	2.8	39	879	WKY

12+ FM SHARE (METRO): 74.90% (949 of 1267) (FAL 88: 74.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KATT-F	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KJYO-F	1 KXXY-F>>
2 KZBS-F>	2 KXXY-AF<	2 KATT-F<	2 KRXO-F	2 KRXO-F	2 KTOK	2 KTOK	2 KKNG-F	2 KJYO-F	2 KZBS-F	2 KTOK
3 KATT-F	3 KJYO-F<	3 KRXO-F	3 KOMA	3 KOMA >	3 KKNG-F>	3 KJYO-F	3 KOMA	3 KATT-F	3 KATT-F	KATT-F>
4	4 KZBS-F	4 KJYO-F<	4 KZBS-F	4 KKNG-F<	4 KOMA	4 KZBS-F	4 KEBC-F<	4 KZBS-F	4 KXXY-AF	4 WKY
5	5 KRXO-F	5 KZBS-F<	5 KJYO-F	5 KZBS-F	5 KEBC-F	5 KATT-F	5 KJYO-F	5 KKNG-F	5 KKNG-F	KKNG-F
6	6	6 KOMA	6 KMGL-F	6 KJYO-F<	6	6 KKNG-F	6	6 KRXO-F	6 KRXO-F	6 KZBS-F
7	7	7	KATT-F	7	7	7 KEBC-F	7	7 KEBC-F	7	7
8	8	8	8	8	8	8 KOMA-F	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F	1 KZBS-F	1 KZBS-F	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F>>	1 KATT-F>	1 KRXO-F	1 KXXY-AF	1 KXXY-AF
2 KZBS-F<	2 KXXY-AF	2 KXXY-AF	2 KJYO-F<	2 KMGL-F<	2 KJYO-F>	2 KRXO-F<	KATT-F	2 KATT-F<	2 KRXO-F>
3 KXXY-AF	3 KJYO-F	3 KRXO-F	3 KZBS-F	3 KOMA	3 KZBS-F	3 KXXY-AF<	3 KXXY-AF>	3 KRXO-F>	3 KOMA
KATT-F>	4 KATT-F	4 KMGL-F	4 KMGL-F	4 KZBS-F	4 KXXY-AF	4 KJYO-F	4 KJYO-F	4 KJYO-F	4 KATT-F
5 KMGL-F>	5 KMGL-F<	KEBC-F	5 KOMA	5 KJYO-F	5 KRXO-F	5 KZBS-F	5 KZBS-F	5 KOMA <	5 KTOK
6 KPRW	6 KRXO-F	6 KJYO-F>	6 KRXO-F	6 KKNG-F	6 KKNG-F	6	KOMA	6 KZBS-F	KKNG-F
KEBC-F	7 KEBC-F	7	KATT-F	7 KRXO-F	7 -	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		230 (2)	230 (2)	18.2	18.5
AOR/CLASSIC		204 (3)	204 (3)	16.1	16.1
AC/OLDIES/SOFT ROCK	87 (2)	123 (2)	210 (4)	16.6	15.3
MOR/VARIETY	12 (1)		12 (1)	0.9	1.0
COUNTRY	64 (2)	268 (2)	332 (4)	26.2	24.3
BLACK/URBAN	22 (1)		22 (1)	1.7	3.1
BEAUTIFUL/EASY		110 (1)	110 (1)	8.7	10.7
NEWS/TALK	112 (1)		112 (1)	8.8	7.8
NOSTALGIA					
RELIGION/GOSPEL	9 (1)	14 (1)	23 (2)	1.8	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (1)		12 (1)	0.9	0.6
	318 (9)	949 (11)	1267 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGFF	1450	Shawnee	0.4/1.5/ 6/ 121
KJIL-F	104.9	Bethany	1.0/3.6/ 16/ 351
KPRW	1140	Oklahoma City	1.6/2.9/ 22/ 233
KQCV	800	Oklahoma City	0.7/2.5/ 9/ 218
KTLV	1220	Midwest City	0.9/1.0/ 12/ 83
KTNT-F	97.7	Edmond	0.8/4.2/ 12/ 367
WWLS	640	Moore/Norman	0.9/5.0/ 16/ 556

RADIO STATIONS

KOMA, 1520, 50 KW (DA-N), OLDIES, CBS, $ 40.00 (CBS) Diamond
KPAW, 1140, 1 KW (DAYS), BLACK, SBN, $ 24.00 (Banner) Surrey
KQCV, 800, 250 W (DAYS), RELIGION, , $ 16.00 (---) Bott
KTOK, 1000, 5 KW (DA-2), NEWS/TALK, ABC I, MBS, $ 57.00 (Christal) Clear Channel
WKY, 930, 5 KW (DA-N), COUNTRY, US 2, $ 32.00 (Banner) Gaylord

KATT-F, 100.5, 97 KW @ 1188, AOR, SOURCE, $ 68.00 (Banner) Surrey
KEBC-F, 94.7, 98 KW @ 1387, COUNTRY, , $ 39.00 (Durpetti) Independence
KJIL-F, 104.9, 3 KW @ 300, RELIGION, UPI, $ 18.00 (---) CBN (BETHANY)
KJYO-F, 102.7, 98 KW @ 900, CHR, , $ 54.00 (Christal) Clear Channel
KKNG-F, 92.5, 98 KW @ 909, BTFL/EZ, , $ 43.00 (Katz) Wilks-Schwartz

KLTE-F, 101.9, 98 KW @ 1390, AC, , $ 42.00 (Katz) Entercom
KMGL-F, 104.1, 99 KW @ 1400, AC, TRNSTR, US 1, $ 35.00 (Eastman) Renda
KRXO-F, 107.7, 99 KW @ 1027, CLASSIC AOR, , $ 50.00 (CBS) Diamond
KXXY-F, 96.1, 98 KW @ 1167, COUNTRY, MBS, $ 94.00 (Mc-Guild) NewMarket

MISCELLANEOUS COMMENTS: KJIL-F (Bethany) sold by Swaggert to CBN for $1,000,000..!

OMAHA

Arbitron Rank/Pop (12+): 70/506,800

MSA Rank/Pop: 71/626,000
ADI # 71
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 17/15
Diaries: 956/530:1/55.7%
Sample Target: 890
% Below Line: 1.7
% Not Listed: 10.5

1989 Revenue: $19,800,000
HH Inc.: $32,173
Retail $: 4.7 Bil
Pop per Station: 33,786
#1 Biller: KFAB $4,200,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFAB (MOR)	139/15.8	12.9	14.3	15.9	17.2	14.7	239/3448	1953/38.5	28.8	39.0	84				KFAB
2. KQKQ-F (CHR)	117/13.3	16.6	15.0	17.0	13.1	15.5	140/2137	1559/30.8	36.6	30.4	68				KQKQ-F
3. KEZO-AF (AOR)	115/13.0	13.1	13.1	12.9	12.4	13.0	148/1678	1245/24.6	22.2	23.9	102				KEZO-AF
4. KEFM-F (AC)	73/ 8.3	7.4	6.7	5.5	5.4	7.0	95/1578	1185/23.4	18.9	14.4	136				KEFM-F
5. KESY-AF (EZ)	72/ 8.1	7.9	8.1	7.6	6.6	7.9	90/1022	792/15.6	13.8	13.3	81				KESY-AF
6. KGOR-F (O)	66/ 7.5	8.4	6.9	7.0	9.6	7.4	96/1499	1060/20.9	19.3	24.5	129				KGOR-F
7. WOW -F (C)	62/ 7.0	7.3	7.7	7.0	9.1	7.3	89/1106	761/15.0	14.3	15.4	123				WOW -F
8. WOW (C)	37/ 4.2	3.6	5.5	6.0	4.8	4.8	83/1585	628/12.4	13.8	12.2	43				WOW
9. KOIL (O)	28/ 3.2	3.8	4.2	4.3	5.7	3.9	31/546	376/ 7.4	10.6	14.5	159				KOIL
10. KOMJ-F (AC)	24/ 2.7	3.9	2.3	2.1	1.4	2.8	58/737	383/ 7.6	7.8	5.6	85				KOMJ-F
11. KKAR (T)	21/ 2.4	1.9	2.1	1.9	0.8	2.1	21/437	406/ 8.0	6.7	4.8	104				KKAR

12+ FM SHARE (METRO): 69.20% (546 of 789) (FAL 88: 66.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KEZO-AF	1 KFAB >>	1 KFAB >	1 KEZO-AF>	1 KQKQ-F	1 KQKQ-F>	1 KFAB >
2 KEZO-AF	2 KQKQ-F>	2 KQKQ-F	2 KEFM-F<	KFAB	2 KESY-AF>	2 KEZO-AF	2 KFAB	2 KEZO-AF>	2 KFAB	2 KQKQ-F
3	3 KEFM-F>	3 KEFM-F	3 KFAB	3 KEFM-F	3 WOW -F	3 KQKQ-F>	3 KESY-AF<	3 KESY-AF	3 KEZO-AF>	3 WOW -F
4	4 KGOR-F	4 KGOR-F<	4 KGOR-F<	4 KGOR-F	4 WOW	4 KEFM-F	4 KQKQ-F<	KEFM-F<	4 KGOR-F	4 KKAR
5	5 KFAB	5 KFAB	5 KQKQ-F	5 KQKQ-F	5 KGOR-F	5 KGOR-F	5 KEFM-F	5 KFAB	5 KESY-AF<	5 KEZO-F
6	6	6	6	6 WOW -F	6	6	6 WOW -F	6 KGOR-F	6 KEFM-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>>	1 KQKQ-F>>	1 KQKQ-F	1 KQKQ-F>	1 KEFM-F<	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF
2 KEZO-AF>>	2 KEFM-F	2 KEFM-F>>	2 KEFM-F	2 KQKQ-F	2 KQKQ-F>>	2 KQKQ-F	2 KFAB	2 KGOR-F	2 KFAB
3 KEFM-F>	3 KEZO-AF>>	3 KEZO-AF	3 KEZO-AF>	3 KFAB	3 KOMJ-F	KGOR-F	3 KGOR-F	3 KFAB	3 KGOR-F>
4 KOMJ-F	4 KGOR-F	4 KGOR-F	4 KESY-AF	4 KESY-AF	KGOR-F	4 KFAB	4 KEFM-F>	4 KEFM-F	4 KEFM-F
KGOR-F>>	5 KOMJ-F	KFAB	KFAB	5 WOW -F	KEFM-F	KEFM-F	5 KQKQ-F	5 KQKQ-F	5 WOW -F
6	6	6 WOW -F	6 KGOR-F	6 KEZO-AF	6 WOW -F	6	KOIL	6 WOW -F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		117 (1)	117 (1)	14.8	25.5
AOR/CLASSIC	2 (1)	125 (2)	127 (3)	16.1	14.8
AC/OLDIES/SOFT ROCK	28 (1)	163 (3)	191 (4)	24.2	14.0
MOR/VARIETY	139 (1)		139 (1)	17.6	19.3
COUNTRY	37 (1)	65 (2)	102 (3)	12.9	16.3
BLACK/URBAN		5 (1)	5 (1)	0.6	1.2
BEAUTIFUL/EASY	1 (1)	71 (1)	72 (2)	9.1	7.4
NEWS/TALK	21 (1)		21 (1)	2.7	0.9
NOSTALGIA					
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	15 (1)		15 (1)	1.9	
	243 (7)	546 (10)	789 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBWH-F	106.3	Blair	0.6/1.2/ 5/ 62
KCRO	660	Omaha	1.7/1.6/ 15/ 90
KFMQ-F	101.9	Lincoln/Omaha	1.4/5.7/ 59/ 866
KZKX-F	96.9	Seward	0.3/1.4/ 54/ 776

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N), MOR, NBC, $ 90.00 (Christal) Henry
KKAR, 1180, 5 KW/1 KW, TALK, CBS, MBS, $ 20.00 (Eastman)
KOIL, 1290, 5 KW (DA-N), OLDIES, US 2, $ 27.00 (Banner)
WOW , 590, 5 KW, COUNTRY, ABC I, $ 40.00 (Torbet) Great Empire

KBWH-F, 106.3, 1 KW @ 470, BLACK, , $ 16.00 (---) (BLAIR)
KEFM-F, 96.1, 100 KW @ 1442, SOFT AC, , $ 43.00 (Mc-Guild)
KESY-F, 104.5, 100 KW @ 1040, BTFL/EZ, ABC D, US 2, $ 35.00 (Mc-Guild) SunGroup
KEZO-F, 92.3, 100 KW @ 1210, AOR, , $ 64.00 (Katz) Narragansett

KGOR-F, 99.9, 115 KW @ 1227, OLDIES, NBC, $ 45.00 (Christal) Henry
KOMJ-F, 103.7, 100 KW @ 405, AC, , $ N/A (Banner) (ATLANTIC IA)
KQKQ-F, 98.5, 100 KW @ 1099, CHR, , $ 54.00 (Eastman)
WOW-F , 94.1, 100 KW @ 510, COUNTRY, ABC E, $ 45.00 (Torbet) Great Empire

ORLANDO

Arbitron Rank/Pop (12+): 43/852,200
MSA Rank/Pop: 53/1,010,000
ADI # 27
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 20/18
Diaries: 1184/720:1/52.1%
Sample Target: 1140
% Below Line: 3.4
% Not Listed: 10.0

1989 Revenue: $43,900,000
HH Inc.: $27,359
Retail $: 8.9 Bil
Pop per Station: 47,344
#1 Biller: WWKA-F $6,800,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F	(C)	150/10.1	8.8	9.7	8.6	11.9	9.3	286/3315	1545/18.1	16.4	21.3	97	9.6	137	1394	WWKA-F
2. WSTF-F	(AC)	144/ 9.7	8.2	8.6	9.1	7.0	8.9	244/3549	1896/22.2	17.3	19.5	120	8.0	115	1358	WSTF-F
3. WJHM-F	(B)	143/ 9.6	7.3	7.9	6.0	5.3	7.7	250/2415	1374/16.1	14.7	11.2	87	14.4	206	1692	WJHM-F
4. WSSP-F	(EZ)	102/ 6.9	6.6	8.3	8.3	8.6	7.5	233/2826	1263/14.8	13.9	16.4	68	4.6	66	795	WSSP-F
5. WHTQ-F	(AOR)	100/ 6.7	8.6	8.1	4..9	6.2	7.1	222/2965	1249/14.7	15.4	14.5	90	9.2	132	1509	WHTQ-F
6. WOMX-F	(CHR)	91/ 6.1	7.6	6.1	7.7	6.9	6.9	172/3463	1613/18.7	20.2	22.3	105	7.0	100	1856	WOMX-F
7. WOCL-F	(O)	90/ 6.1	7.0	5.4	7.7	7.6	6.6	225/3118	1371/16.1	15.9	15.6	148	6.4	92	1254	WOCL-F
8. WDIZ-F	(AOR)	81/ 5.5	5.8	5.2	6.7	5.5	5.8	131/2145	1151/13.5	15.3	13.8	93	6.7	96	1691	WDIZ-F
9. WDBO	(MOR)	69/ 4.7	4.2	6.7	5.8	5.6	5.3	89/1372	1097/12.9	12.5	13.9	70	4.1	59	1046	WDBO
10. WJYO-F	(AC)	66/ 4.5	5.7	4.4	5.5	4.8	5.0	119/1982	907/10.6	12.7	13.0	142	2.8	40	764	WJYO-F
11. WWNZ	(N/T)	62/ 4.2	3.5	5.2	4.7	4.3	4.4	91/1219	943/11.1	9.4	9.0	81	3.8	55	653	WWNZ
WHLY-F	(CHR)	62/ 4.2	4.6	4.2	3.8	5.6	4.2	88/1942	1180/13.8	13.8	2.0	50	4.0	57	1333	WHLY-F
13. WLOQ-F	(J/NA)	52/ 3.5	3.5	3.8	3.4	2.2	3.5	70/917	743/ 8.7	9.4	7.0	166	4.4	63	814	WLOQ-F
14. WWLV-F	(EZ)	37/ 2.5	2.2	2.5	1.7	1.8	2.2	192/2078	677/ 7.9	5.2	5.0	72	1.7	24	265	WWLV-F
15. WXXO	(REL)	28/ 1.9	1.2	0.6	1.1	2.7	1.2	28/295	291/ 3.4	3.3	4.1	126	1.2	17	320	WXXO

12+ FM SHARE (METRO): 85.98% (1147 of 1334) (FAL 88: 82.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F	1 WHTQ-F	1 WSTF-F	1 WSTF-F>	1 WSTF-F	1 WWKA-F	1 WSTF-F<	1 WSTF-F	1 WJHM-F<	1 WJHM-F>	1 WDBO >>
2 WHLY-F>	2 WJHM-F	2 WJHM-F	2 WWKA-F<	2 WWKA-F	2 WSSP-F	2 WWKA-F>	2 WWKA-F	2 WWKA-F	2 WDBO	2 WSTF-F
3 WOMX-F	3 WSTF-F	3 WHTQ-F	3 WOCL-F	3 WOCL-F	3 WSTF-F	3 WJHM-F	3 WSSP-F	3 WSTF-F	3 WHTQ-F	3 WHTQ-F
4	4 WDIZ-F	4 WWKA-F	4 WJHM-F	4 WJHM-F	4 WOCL-F<	4 WDBO <	4 WJHM-F	4 WOMX-F	4 WHLY-F<	4 WJHM-F
5	5 WOMX-F>	5 WDIZ-F<	5 WOMX-F<	5 WOMX-F	5 WDBO	5 WSSP-F<	5 WOCL-F	5 WHTQ-F	5 WSTF-F	5 WWNZ
6	6 WWKA-F	6 WOCL-F	6 WHTQ-F<	WJYO-F	6 WWNZ	6 WOMX-F	WHTQ-F<	6 WOCL-F<	6 WOMX-F	6 WWKA-F<
7	WLOQ-F	7 WOMX-F	7 WJYO-F<	7 WHTQ-F<	7 WJYO-F	7	7 WJYO-F	7 WSSP-F	7 WWKA-F	7 WSSP-F
			8 WLOQ-F	8 WLOQ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F>>	1 WJHM-F	1 WSTF-F	1 WSTF-F	1 WSTF-F>	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F	1 WHTQ-F	1 WWKA-F
[illegible]-F	2 WSTF-F>	2 WJHM-F	2 WJHM-F>	2 WJHM-F	2 WDIZ-F>>	2 WDIZ-F>	2 WLOQ-F	2 WDIZ-F	2 WOCL-F
3 WHTQ-F	3 WOMX-F	3 WOMX-F	3 WJYO-F	3 WWKA-F	3 WSTF-F	3 WSTF-F	3 WDIZ-F>	3 WSTF-F	3 WSTF-F
4 WOMX-F>	4 WHTQ-F>	4 WJYO-F	4 WOMX-F<	4 WJYO-F	4 WJHM-F>	4 WJHM-F<	4 WOCL-F	4 WWKA-F	WHTQ-F
5 WHLY-F>	5 WJYO-F	5 WWKA-F	5 WWKA-F	5 WOCL-F	5 WOMX-F	5 WLOQ-F	WJHM-F	5 WOCL-F	5 WLOQ-F
6 WDIZ-F	6 WWKA-F	WHTQ-F	WOCL-F>	6 WOMX-F	6	6 WOMX-F	6 WSTF-F	6 WJHM-F	6 WDIZ-F
7	WDIZ-F	7 WOCL-F	7 WHTQ-F	7	7	7	7	7 WOMX-F	7 WOMX-F
		8 WDIZ-F						WLOQ-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		153 (2)	153 (2)	11.5	14.4
AOR/CLASSIC	7 (1)	181 (2)	188 (3)	14.1	13.4
AC/OLDIES/SOFT ROCK		300 (3)	300 (3)	22.5	21.1
MOR/VARIETY	69 (1)		69 (1)	5.2	6.1
COUNTRY		164 (2)	164 (2)	12.3	13.5
BLACK/URBAN		143 (1)	143 (1)	10.7	7.0
BEAUTIFUL/EASY		139 (2)	139 (2)	10.4	11.2
NEWS/TALK	62 (1)		62 (1)	4.6	4.7
NOSTALGIA	19 (1)		19 (1)	1.4	0.4
RELIGION/GOSPEL	30 (2)	15 (1)	45 (3)	3.4	4.7
SPANISH					1.1
CLASSICAL					
JAZZ/NEW AGE		52 (1)	52 (1)	3.9	2.4
UNKNOWN/OTHERS					
	187 (6)	1147 (14)	1334 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHOO	990	Orlando	0.5/1.8/ 7/ 192
WPRD	1440	Winter Park	1.3/3.4/ 22/ 321
WTLN	1520	Apopka	0.1/0.2/ 2/ 48
WTLN-F	95.3	Apopka	1.0/2.7/ 17/ 307
WPCV-F	97.5	Winter Haven/Lk	0.9/3.8/ 85/1136

RADIO STATIONS

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WDBO,   580,  5 KW (DA-N)       , MOR              ABC I, $  62.00 (Katz)         NewCity
WHOO,   990, 50 KW/5 KW (DA-N) , COUNTRY            CBS, $  15.00 (Eastman)      TK
WPRD,  1440,  5 KW/1 KW (DA-N) , RELIGION        TRNSTR, $  16.00 (---)
WWNZ,   740,  5 KW/1 KW (DA-N) , NEWS/TALK     CBS, MBS, $  55.00 (Christal)     Guy Gannett

WOMX-F, 105.1,  95 KW @ 1310, CHR                     , $ 108.00 (Banner)       Nationwide
WDIZ-F, 100.3, 100 KW @ 1300, AOR                ABC R, $  90.00 (MMR)          Shamrock-Lynett
WXXL-F, 106.7, 100 KW @  800, CHR                ABC D, $  66.00 (Durpetti)     Taylor
WHTQ-F,  96.5, 100 KW @ 1609, AOR                     , $  73.00 (Eastman)      TK
WJHM-F, 101.9,  28 KW @ 1650, BLACK/URBAN             , $  58.00 (HNWH)         Beasley   (DAYTONA BEACH)
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC                 , $  80.00 (MMR)          Metroplex

WLOQ-F, 103.1,   3 KW @  330, JAZZ                    , $  48.00 (Banner)
WOCL-F, 105.9, 100 KW @ 1650, OLDIES               APR, $  71.00 (Christal)     American     (DELAND)
WSSP-F, 104.1, 100 KW @ 1609, BTFL/EZ                 , $  70.00 (Christal)     Guy Gannett (COCOA BEACH)
WSTF-F, 101.1, 100 KW @ 1598, AC                      , $ 100.00 (Republic)     Capitol-Goodman
WWKA-F,  92.3, 100 KW @ 1341, COUNTRY                 , $ 130.00 (Katz)         NewCity
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CALL LETTER CHANGES

WBJW-A/F changes to WOMX A/F (Sep)
WHLY-F changes calls to WXXL (Jan)...

FORMAT CHANGES

STATION SALES

FORMAT CODES

CHR	Contemporart Hit Radio, Top 40, Contemporary	T	Talk
AC	Adult Contemporary	N	News
O	Oldies (1955 to near 1988)	SP	Hispanic/Spanish
B	Black (audience predominantly Black - over 75%)	BB	Big Band, Nostalgia
U	Urban (majority of audience is non-white although a large segment is white)	M	Middle of Road (MOR), Full Service, Variety
EZ	EZ listening, Beautiful Music	J/NA	Jazz and New Age
AOR	Album Oriented Rock, also includes Classic Rock	R	Religion, Christian, Christian Music
CL	Classical	G	Gospel
C	Country	E	Ethnic
		?	Others or Unknown

PENSACOLA

Arbitron Rank/Pop (12+): 122/296,500

MSA Rank/Pop: 136/361,000
Mobile ADI
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 17/11
Diaries: 785/378:1/58.8%
Sample Target: 690
% Below Line: 32.6
% Not Listed: 10.9

1989 Revenue: $7,900,000
HH Inc.: $25,887
Retail $: 2.3 Bil
Pop per Station: 26,954
#1 Biller: WOWW-F $1,800,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMEZ-F	(EZ)	49/10.1	7.1	7.4	8.7	8.4	----	83/908	545/18.4	14.9	15.0	74	6.5	37	381	WMEZ-F
2. WBLX-F	(B)	48/ 9.9	7.7	12.7	11.2	10.4	----	111/811	424/14.3	13.9	13.6	99	19.1	109	762	WBLX-F
3. WOWW-F	(C)	47/ 9.7	10.7	10.2	12.7	12.0	----	61/822	553/18.7	16.6	21.7	101	10.9	62	611	WOWW-F
4. WXBM-F	(C)	45/ 9.3	9.7	6.5	5.4	7.8	----	73/821	504/17.0	14.9	16.0	126	6.5	37	556	WXBM-F
5. WTKX-F	(AOR)	30/ 6.2	8.1	9.0	8.7	9.1	----	38/680	540/18.2	18.9	18.1	110	7.7	44	665	WTKX-F
6. WCOA	(MOR)	29/ 6.0	6.5	6.3	8.3	6.2	----	29/467	446/15.0	12.8	13.6	63	7.7	44	490	WCOA
7. WABB-F	(CHR)	27/ 5.6	7.1	8.4	7.8	10.0	----	68/1067	593/20.0	20.6	20.2	61	7.0	40	669	WABB-F
WTKX	(B)	27/ 5.6	5.4	4.5	5.4	6.2	----	27/266	266/ 9.0	9.5	11.2	102	5.4	31	323	WTKX
9. WJLQ-F	(CHR)	26/ 5.4	5.8	6.5	5.8	5.8	----	28/605	465/15.7	16.6	20.8	111	4.0	23	490	WJLQ-F
10. WAVH-F	(AC)	25/ 5.2	6.3	6.5	4.7	4.7	----	43/683	433/14.6	14.4	15.7	167	4.4	25	366	WAVH-F
11. WGCX-F	(AOR)	22/ 4.5	4.6	4.5	6.7	6.2	----	34/450	323/10.9	10.7	14.8	127	3.2	18	367	WGCX-F
12. WWSF-F	(CHR)	20/ 4.1	2.4	----	----	----	----	62/736	369/12.4	7.8	---	73	4.4	25	393	WWSF-F

12+ FM SHARE (METRO): 84.03% (363 of 432) (FAL 88: 85.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WXBM-F	1 WXBM-F	1 WMEZ-F>	1 WXBM-F	1 WMEZ-F	1 WMEZ-F	1 WBLX-F>>	1 WCOA
2 WABB-F>	2 WTKX-F>	2 WXBM-F	2 WBLX-F	2 WBLX-F	2 WXBM-F	2 WOWW-F	2 WXBM-F<	2 WXBM-F	2 WMEZ-F	2 WBLX-F
3 WWSF-F	3 WJLQ-F	3 WOWW-F	3 WOWW-F	WOWW-F	WOWW-F	3 WMEZ-F<	3 WOWW-F>	3 WOWW-F	3 WABB-F	3 WAVH-F
4	4 WOWW-F	4 WTKX-F	4 WAVH-F	4 WAVH-F	4 WCOA	4 WBLX-F<	4 WTKX-F	4 WBLX-F	4 WCOA	WTKX
5	5 WGCX-F	5 WAVH-F	5 WTKX-F	5 WMEZ-F	5 WTKX	5 WCOA	WTKX	5 WAVH-F	5 WTKX-F	5 WXBM-F
6	WABB-F	WJLQ-F	6	6 WTKX-F	6	6	6 WBLX-F	6	WOWW-F	6 WTKX-F
	WXBM-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WABB-F>	1 WABB-F	1 WBLX-F	1 WOWW-F	1 WOWW-F
2 WOWW-F	2 WOWW-F	2 WOWW-F	2 WXBM-F	2 WMEZ-F
WJLQ-F	3 WBLX-F	3 WJLQ-F	WMEZ-F	3 WXBM-F
4 [illegible]	WJLQ-F	4 WKRG-F	4 [illegible]	4 WBLX-F
WMEZ-F	5 WXBM-F	WABB-F	5 WBLX-F	WAVH-F
6	6	WXBM-F>>	WJLQ-F	6 WTKX
			7 WAVH-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F	1 WTKX-F	1 WTKX-F	1 WTKX-F	1 WXBM-F
WTKX-F>>	2 WBLX-F>	2 WBLX-F>	2 WBLX-F	2 WBLX-F
3 WWSF-F	3 WGCX-F	3 WGCX-F>	3 WXBM-F>	3 WTKX-F
WGCX-F	4 WJLQ-F	4 WXBM-F	4 WOWW-F	4 WAVH-F
WOWW-F	5 WXBM-F	WJLQ-F	5 WGCX-F	5 WOWW-F
WJLQ-F	6	6 WKRG-F	WAVH-F	6
7 WXBM-F		WAVH-F	7 WJLQ-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		73 (3)	73 (3)	16.9	16.8
AOR/CLASSIC		52 (2)	52 (2)	12.0	15.2
AC/OLDIES/SOFT ROCK		41 (2)	41 (2)	9.5	11.7
MOR/VARIETY	29 (1)		29 (1)	6.7	7.1
COUNTRY		92 (2)	92 (2)	21.3	18.9
BLACK/URBAN	27 (1)	48 (1)	75 (2)	17.4	19.3
BEAUTIFUL/EASY		49 (1)	49 (1)	11.3	8.3
NEWS/TALK					
NOSTALGIA	4 (1)	8 (1)	12 (2)	2.8	
RELIGION/GOSPEL	7 (1)		7 (1)	1.6	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.5	0.5
	69 (5)	363 (12)	432 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFXP	980	Gulf Breeze/Pen	0.4/1.8/ 2/ 54
WHYM	610	Pensacola	1.4/4.0/ 7/ 118
WKRG-F	99.9	Mobile	3.3/13.1/ 26/ 548

RADIO STATIONS

WTKX, 1230, 1 KW	, AOR	NBC, $ 17.00 (Durpetti)	Holt
WCOA, 1370, 5 KW (DA-2)	, MOR	SUN, MBS, $ 20.00 (Mc-Guild)	First City
WHYM, 610, 500 W (DAYS)	, RELIGION	UPI, $ 8.00 (---)	Swaggert
WJLQ-F, 100.7, 100 KW @ 1555, CHR		ABC C, $ 29.00 (Mc-Guild)	First City
WMEZ-F, 94.1, 100 KW @ 1328, BTFL/EZ		ABC D, $ 30.00 (Torbet)	
WOWW-F, 107.3, 100 KW @ 1428, COUNTRY		US 2, $ 45.00 (Katz)	Colonial
WTKX-F, 101.5, 100 KW @ 493, AOR		ABC R, $ 33.00 (Banner)	Holt
WXBM-F, 102.7, 100 KW @ 1328, COUNTRY		MBS, $ 24.00 (Torbet)	

WWSF -- See Fort Walton Beack in "Small Market Edition." OTHER RANKED STATIONS -- See Mobile

MISCELLANEOUS COMMENTS: WBOP changes to WTKX and forma[illegible]m BLACK to AOR (Dec)...

PEORIA

Arbitron Rank/Pop (12+): 128/282,500

MSA Rank/Pop: 142/347,000
ADI # 113 (w/Bloomington)
Average Person Ratings: 16.6
Market TSL: 20.75 hours

Stations: 19/13
Diaries: 742/381:1/61.1%
Sample Target: 700
% Below Line: 5.8
% Not Listed: 10.3

1989 Revenue: $7,900,000
HH Inc.: $32,879
Retail $: 2.4 Bil
Pop per Station: 21,730
#1 Biller: WWCT-F $1,500,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKZW-F (CHR)	75/16.0	14.9	16.1	19.9	15.0	----	111/1641	977/34.6	33.7	35.3	93	19.4	86	1084	WKZW-F
2. WSWT-F (EZ)	69/14.7	13.8	16.9	15.4	15.5	----	96/1046	616/21.8	25.7	25.7	96	9.2	41	549	WSWT-F
3. WWCT-F (AOR)	63/13.5	15.8	16.3	12.5	16.3	----	86/1092	735/26.0	25.6	25.7	92	21.6	96	936	WWCT-F
4. WMBD (MOR)	45/ 9.6	10.4	8.8	7.8	7.9	----	50/661	586/20.7	23.0	22.2	65	10.6	47	589	WMBD
5. WGLO-F (AC)	29/ 6.2	4.0	4.0	2.6	3.8	----	45/769	545/19.3	12.0	12.6	161	5.4	24	406	WGLO-F
6. WXCL (C)	27/ 5.8	7.1	6.3	7.6	8.2	----	28/424	409/14.5	12.9	12.7	71	4.7	21	435	WXCL
7. WXCL-F (C)	25/ 5.3	4.2	3.8	3.8	4.2	----	27/478	417/14.8	13.1	12.8	102	2.9	13	266	WXCL-F
8. WIRL (AC)	21/ 4.5	4.9	4.6	7.8	7.1	----	23/508	435/15.4	15.7	13.2	138	5.4	24	530	WIRL
9. WBZM-F (AC)	13/ 2.8	3.6	1.7	3.3	2.2	----	14/298	281/ 9.9	7.3	6.8	193	2.9	13	215	WBZM-F
10. WTAZ-F (N/T)	11/ 2.4	4.0	2.9	3.1	2.0	----	11/225	208/ 7.4	11.2	7.9	87	1.8	8	187	WTAZ-F
WPEO (REL)	11/ 2.4	0.7	1.3	0.5	1.5	----	11/121	121/ 4.3	3.3	3.9	104	37.3	0	62	WPEO

12+ FM SHARE (METRO): 70.71% (297 of 420) (FAL 88: 72.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F>>	1 WWCT-F	1 WWCT-F	1 WKZW-F<	1 WKZW-F	1 WSWT-F>	1 WKZW-F	1 WSWT-F	1 WKZW-F	1 WKZW-F	1 WMBD
2 WWCT-F	2 WKZW-F>>	2 WKZW-F>	2 WWCT-F<	2 WSWT-F	2 WMBD >	2 WMBD	2 WWCT-F	2 WWCT-F	2 WWCT-F>	2 WWCT-F<
3	3 WGLO-F	3 WSWT-F	3 WSWT-F	3 WWCT-F	3 WXCL	3 WSWT-F	3 WKZW-F>	3 WSWT-F>	3 WSWT-F	3 WSWT-F>
4	4 WXCL-F	4 WGLO-F>	4 WGLO-F	4 WGLO-F>	4 WKZW-F	4 WWCT-F>	4 WXCL	4 WMBD <	4 WMBD	4 WKZW-F
5	5 WSWT-F	5 WIRL	5	5 WMBD	5 WGLO-F	5 WGLO-F	5 WGLO-F	5 WXCL-F	5 WXCL-F	5 WIRL
6	6	6 WXCL-F	6	WIRL	6	6 WXCL	6 WMBD	6 WGLO-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKZW-F>	1 WKZW-F>	1 WKZW-F>	1 WKZW-F>	1 WSWT-F	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>
2 WWCT-F>>	2 WWCT-F>>	2 WWCT-F	2 WSWT-F	2 WKZW-F>	2 WKZW-F>>	2 WKZW-F>	2 WKZW-F	2 WKZW-F>	2 WKZW-F
3 WXCL-F>	3 WSWT-F	3 WSWT-F>	3 WWCT-F	3 WGLO-F>	3 WXCL-F	3 WGLO-F	3 WGLO-F>	3 WGLO-F	3 WGLO-F
4 WXCL >>	4 WXCL-F	4 WGLO-F	4 WGLO-F>	4 WWCT-F	WIRL >>	4 WIRL	4 WIRL	4 WIRL	4 WSWT-F
5	5 WGLO-F	WBZM-F	5 WXCL-F	WMBD	5	5 WXCL-F	5 WXCL-F>	5 WSWT-F	WIRL
	6	6	6	WBZM-F		6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		82 (2)	82 (2)	19.5	18.6
AOR/CLASSIC		63 (1)	63 (1)	15.0	18.1
AC/OLDIES/SOFT ROCK	24 (2)	42 (2)	66 (4)	15.7	16.9
MOR/VARIETY	49 (2)		49 (2)	11.7	10.9
COUNTRY	27 (1)	28 (2)	55 (3)	13.1	10.0
BLACK/URBAN					
BEAUTIFUL/EASY		69 (1)	69 (1)	16.4	18.8
NEWS/TALK	10 (2)	11 (1)	21 (3)	5.0	5.3
NOSTALGIA					
RELIGION/GOSPEL	13 (2)		13 (2)	3.1	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.5	
	123 (9)	297 (10)	420 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCRI-F	98.5	Eureka	0.4/1.9/ 2/ 54
WVEL	1140	Pekin/Peoria	0.4/2.4/ 2/ 69
WAAG-F	94.9	Galesburg	0.6/1.9/ 10/ 235
WBBM	780	Chicago	0.6/4.5/ 16/ 310
WBNQ-F	101.5	Bloomington/Nrm	1.5/5.6/ 30/ 539
WGN	720	Chicago	1.5/6.6/ 33/ 487
WJBC	1230	Bloomington	0.9/2.3/ 62/ 450
WLS	890	Chicago	0.6/3.8/ 8/ 258

RADIO STATIONS

WIRL,	1290,	5 KW (DA-2)	, AC	ACB F MBS, $	25.00 (Christal)	Comm. Service
WMBD,	1470,	5 KW (DA-2)	, MOR	CBS, $	34.00 (Katz)	Midwest TV
WPEO,	1020,	1 KW (DAYS)	, RELIGION	, $	11.00 (---)	
WXCL,	1350,	1 KW (DA-2)	, COUNTRY	ABC D, $	27.00 (Banner)	
WBZM-F,	94.3,	3 KW @ 300,	OLDIES	SMN, $	14.00 (K & P)	(CHILLICOTHE)
WGLO-F,	95.3,	25 KW @ 640,	AC	NBC, $	15.00 (Roslin)	(PEKIN)
WXCL-F,	104.9,	3 KW @ 265,	COUNTRY	US 1, $	20.00 (Banner)	
WKZW-F,	93.3,	40 KW @ 548,	CHR	, $	40.00 (Katz)	Midwest TV
WSWT-F,	106.9,	50 KW @ 480,	BTFL/EZ	ABC E, $	31.00 (Christal)	Comm. Service
WTAZ-F,	102.3,	3 KW @ 300,	TALK	ABC T, TALKNT, $	13.00 (---)	(MORTON)
WWCT-F,	105.7,	36 KW @ 571,	AOR	SOURCE, $	36.00 (HNWH)	

MISCELLANEOUS COMMENTS: WKQA-F changes calls to WXCL-F and format from AC to COUNTRY (Sep)...

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,133,600

MSA Rank/Pop: 4/4,930,000
ADI # 4
Average Person Ratings: 18.9
Market TSL: 24.50 hours

Stations: 28/24
Diaries: 2803/1475:1/58.0%
Sample Target: 2470
% Below Line: 2.0
% Not Listed: 11.8

1989 Revenue: $131,200,000
HH Inc.: $31,782
Retail $: 38.8 Bil
Pop per Station: 172,233
#1 Biller: WMMR-F $16,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMMR-F	(AOR)	588/ 7.5	8.1	6.9	8.1	7.7	7.7	773/10900	7884/19.1	19.2	20.7	128	8.8	668	7625	WMMR-F
2. KYW	(N)	514/ 6.6	7.0	7.1	7.2	6.5	7.0	563/13896	12216/29.6	27.0	27.1	80	6.7	505	10110	KYW
3. WUSL-F	(B)	457/ 5.8	5.7	6.9	7.1	7.5	6.4	555/6379	5233/12.7	14.3	14.9	81	8.0	605	6179	WUSL-F
4. WEAZ-F	(EZ)	440/ 5.6	6.3	6.6	5.9	5.7	6.1	537/8229	6479/15.7	17.0	15.8	95	4.1	307	3946	WEAZ-F
5. WEGX-F	(CHR)	432/ 5.5	4.3	6.1	7.9	7.9	5.9	513/9502	7704/18.6	20.6	20.5	73	6.4	485	8729	WEGX-F
6. WYSP-F	(AOR)	417/ 5.3	5.5	4.5	4.5	4.9	4.9	607/9371	6658/16.1	15.3	16.6	119	7.0	528	6381	WYSP-F
7. WIOQ-F	(CHR)	414/ 5.3	4.8	4.8	3.1	2.5	4.5	492/8722	7109/17.2	15.9	8.4	60	7.9	598	7904	WIOQ-F
8. WPEN	(BB)	408/ 5.2	6.8	5.8	5.3	5.1	5.8	453/4635	4153/10.0	10.6	9.6	33	4.4	330	3291	WPEN
9. WXTU-F	(C)	375/ 4.8	4.6	4.0	4.0	4.1	4.3	512/6142	4277/10.3	10.6	9.7	110	4.7	353	3306	WXTU-F
10. WKSZ-F	(AC)	353/ 4.5	4.3	4.6	4.9	4.8	4.6	424/6328	5130/12.4	12.0	12.9	116	2.5	192	3179	WKSZ-F
11. WOGL-F	(AC)	318/ 4.1	4.5	3.2	3.4	2.4	3.8	397/6767	5121/12.4	10.7	9.5	163	3.5	268	3549	WOGL-F
12. WDAS-F	(B)	284/ 3.6	3.6	3.8	3.3	3.0	3.6	324/4213	3694/ 8.9	9.3	9.0	144	4.0	300	3978	WDAS-F
13. WCAU	(T)	280/ 3.6	3.8	3.4	3.5	3.2	3.6	318/5833	4879/11.8	12.8	12.2	67	3.7	279	4338	WCAU
14. WWDB-F	(T)	252/ 3.2	3.7	4.4	3.6	4.6	3.7	338/4243	3103/ 7.5	9.8	10.0	72	3.8	291	3219	WWDB-F
15. WMGK-F	(AC)	247/ 3.2	3.8	4.6	4.3	4.7	4.0	313/5697	4556/11.0	14.0	12.4	153	3.5	265	3155	WMGK-F
16. WSNI-F	(AC)	245/ 3.1	3.8	2.9	3.1	4.0	3.2	294/5618	4509/10.9	10.8	12.4	148	2.0	150	3070	WSNI-F
17. WFLN-F	(CL)	205/ 2.6	2.0	2.3	2.8	2.4	2.4	247/3819	3072/ 7.4	7.4	6.1	92	2.2	168	2780	WFLN-F
18. WIP	(T)	203/ 2.6	1.9	1.8	1.8	3.1	2.0	227/4936	4340/10.5	8.3	11.5	127	2.0	149	2714	WIP
19. WDAS	(B)	128/ 1.6	1.1	1.0	0.8	1.0	1.1	128/1603	1564/ 3.8	3.6	3.0	69	1.0	79	1059	WDAS
20.																

12+ FM SHARE (METRO): 75.14% (5187 of 6903) (FAL 88: 76.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F<	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 KYW	1 KYW >	1 WMMR-F	1 WMMR-F	1 WUSL-F	1 KYW >>
2 WIOQ-F<	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WOGL-F	2 WPEN	2 WMMR-F	WEAZ-F>	2 WEGX-F	2 WMMR-F	2 WCAU
3 WEGX-F	3 WIOQ-F	3 WUSL-F<	3 WOGL-F	3 WYSP-F	3 WEAZ-F	3 WYSP-F>	3 WPEN	3 WIOQ-F<	3 WIOQ-F	3 WWDB-F>>
4	4 WUSL-F	4 WEGX-F	4 WDAS-F	4 WXTU-F	4 WXTU-F	4 WPEN	4 WKSZ-F	4 WUSL-F	4 WEGX-F	4 WUSL-F>>
5	5 WEGX-F>	5 WIOQ-F	5 KYW	WEAZ-F	WKSZ-F	WEGX-F	5 WXTU-F<	5 WEAZ-F<	5 WYSP-F<	5 WIP
6	6 WDAS-F	6 WOGL-F<	WUSL-F	KYW <	6 WCAU	6 WUSL-F	6 WEGX-F	6 WPEN <	6 WDAS-F	6 WMMR-F
7	7 WMGK-F	7 WDAS-F	WMGK-F<	7 WKSZ-F	7 WOGL-F	7 WEAZ-F	7 WUSL-F	7 WYSP-F<	7 WXTU-F	7 WXTU-F
8	8 WSNI-F	8 WEAZ-F	8 WEAZ-F	WDAS-F	8 WWDB-F	8 WXTU-F	8 WYSP-F	8 WXTU-F	8 WKSZ-F	WPEN
9	9	9	9	9	9	WIOQ-F	WOGL-F	9	9	WEAZ-F
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIOQ-F>	1 WIOQ-F	1 WUSL-F	1 WUSL-F	1 WKSZ-F
2 WUSL-F	2 WUSL-F	2 WMGK-F	2 WIOQ-F	2 WMGK-F
3 WEGX-F	3 WEGX-F	3 WDAS-F	3 WMMR-F	3 WOGL-F<
4 WMMR-F	4 WMMR-F	4 WMMR-F	WEGX-F<	4 WEAZ-F<
5 WYSP-F	5 WMGK-F	5 WIOQ-F	5 WMGK-F	5 WUSL-F
WEAZ-F>	WDAS-F	6 WEGX-F	6 WEAZ-F	6 WMMR-F<
7 WDAS-F	7 WYSP-F	7 WYSP-F<	7 WOGL-F<	7 WXTU-F
8 WXTU-F	8 WEAZ-F	8 WSNI-F<	8 WKSZ-F	WSNI-F
9	9	9 WOGL-F	WDAS-F	KYW
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMR-F	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>
2 WYSP-F	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F>
3 WEGX-F>	3 WEGX-F	3 WDAS-F	3 WEGX-F<	3 WOGL-F
4 WUSL-F	4 WUSL-F<	4 WIP	4 WOGL-F<	4 WIP
5 WIOQ-F>>	5 WIOQ-F	5 WSNI-F	5 WIP	5 WDAS-F<
6	6 WDAS-F	6 WUSL-F	WDAS-F	6 WXTU-F
7	7 WIP	WIOQ-F	7 WUSL-F	KYW
8	8 WSNI-F	8	8 WIOQ-F	8
9	9	9	9 KYW	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		929 (4)	929 (4)	13.5	9.8	WEAZ	560	Philadelphia	0.5/2.1/ 44/1071
AOR/CLASSIC		1005 (2)	1005 (2)	14.6	13.8	WHAT	1340	Philadelphia	0.5/1.9/ 40/ 806
AC/OLDIES/SOFT ROCK	41 (1)	1199 (5)	1240 (6)	18.0	21.9	WNAP	1110	Norristown	0.5/0.9/ 48/ 418
MOR/VARIETY					4.9	WPAZ	1370	Pottstown	0.3/0.5/ 28/ 257
COUNTRY		375 (1)	375 (1)	5.4	4.5	WPGR	1540	Philadelphia	0.5/0.7/ 42/ 312
BLACK/URBAN	128 (1)	741 (2)	869 (3)	12.6	13.5				
BEAUTIFUL/EASY	38 (1)	481 (2)	519 (3)	7.5	7.1	WFMZ-F	100.7	Allentown	0.5/1.4/219/2426
NEWS/TALK	997 (3)	252 (1)	1249 (4)	18.1	19.2	WJBR-F	99.5	Wilmington	0.5/2.4/142/2332
NOSTALGIA	408 (1)		408 (1)	5.9	5.7	WPST-F	97.5	Trenton/Phily	0.5/2.8/ 83/2111
RELIGION/GOSPEL	43 (1)		43 (1)	0.6	0.5	WSTW-F	93.7	Wilmington	0.5/2.4/150/2584
SPANISH									
CLASSICAL		205 (1)	205 (1)	3.0	2.7				
JAZZ/NEW AGE									
UNKNOWN/OTHERS	61 (2)		61 (2)	0.9	1.1				
	1716 (10)	5187 (18)	6903 (28)						

AM STATIONS

KYW	1060	50 KW (DA-1)	NEWS	NBC, APR	$ 290.00	(Group W)	Westinghouse
WCAU	1210	50 KW	TALK	CBS	$ 150.00	(CBS)	CBS
WDAS	1480	5 KW/1 KW (DA-2)	BLACK	NBN	$ 45.00	(Banner)	
WEAZ	560	5 KW (DA-2)	OLDIES		$ 40.00	(Mc-Guild)	Salem
WHAT	1340	1 KW	BLACK TALK	SBN	$ 47.00	(Roslin)	
WIP	610	5 KW (DA-1)	SPORTS	ABC E, MBS	$ 80.00	(Katz)	
WPEN	950	5 KW (DA-N)	NOSTALGIA	US 2	$ 150.00	(MMR)	Greater Media
WPGR	1540	50 KW (DAYS, DA)	OLDIES	US 1	$ 40.00	(Durpetti)	Pyramid

FM STATIONS

WDAS	105.3	3 KW @ 800	BLACK		$ 90.00	(Banner)	
WEAZ	101.1	14 KW @ 900	EZ		$ 190.00	(Mc-Guild)	
WEGX	106.1	23 KW @ 740	CHR	ABC C	$ 170.00	(Eastman)	Malrite LP
WFLN	95.7	50 KW @ 490	CLASSICAL		$ 95.00	(CMBS)	Marlin
WIOQ	102.1	30 KW @ 650	CHR/URBAN		$ 120.00	(HNWH)	EZ
WKSZ	100.3	35 KW @ 600	SOFT AC		$ 160.00	(Katz)	
WMGK	102.9	9 KW @ 1140	AC	US 2	$ 200.00	(MMR)	Greater Media
WMMR	93.3	25 KW @ 670	AOR	SOURCE	$ 320.00	(K	Legacy
WOGL	98.1	12 KW @ 1000	OLDIES	CBS	$ 145.00	(CBS)	CBS
WSNI	104.5	13 KW @ 873	AC	US 1	$ 167.00	(Durpetti)	Pyramid
WUSL	98.9	18 KW @ 830	BLACK/URBAN	ABC F	$ 190.00	(Mc-Guild)	Tak
WWDB	96.5	17 KW @ 829	TALK	ABC I	$ 100.00	(Republic)	Panache
WXTU	92.5	15 KW @ 900	COUNTRY	MBS	$ 145.00	(Republic)	Beasley
WYSP	94.1	16 KW @ 900	CLASSIC AOR	ABC R	$ 166.00	(Torbet)	Infinity

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WEAZ sold to Salem for $6,500,000 (Stevens)...

PHOENIX

Arbitron Rank/Pop (12+): 23/1,743,300

MSA Rank/Pop: 20/2,120,000
ADI # 21
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 31/30
Diaries: 1729/1008:1/54.3%
Sample Target: 1610
% Below Line: 0.3
% Not Listed: 6.9

1989 Revenue: $72,600,000
HH Inc.: $29,530
Retail $: 17.0 Bil
Pop per Station: 58,110
#1 Biller: KNIX-AF $12,300,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KNIX-AF	(C)	331/11.4	11.4	12.2	12.3	14.0	11.8	383/4888	3976/22.8	22.0	25.0	119	10.6	338	4429	KNIX-AF
2. KTAR	(N/T)	230/ 7.9	8.3	7.9	7.7	8.3	7.9	256/3558	3325/19.1	18.7	20.9	68	8.7	278	3217	KTAR
3. KMEO-F	(EZ)	6.7	7.2	6.4	8.6	9.0	-	201/2505	2399/13.8	14.7	16.3	66	3.8	120	1307	KMEO-F
4. KZZP-AF	(CHR)	189/ 6.5	7.3	9.0	8.9	9.5	7.9	217/3800	3425/19.6	23.3	26.4	74	9.9	317	4998	KZZP-AF
5. KUPD-F	(AOR)	179/ 6.2	7.2	7.7	6.5	7.1	6.9	229/3016	2470/14.2	15.9	14.1	85	10.7	342	3670	KUPD-F
6. KKLT-F	(AC)	169/ 5.8	6.9	5.5	5.2	6.1	5.8	180/2591	2419/13.9	14.3	14.7	143	4.6	148	1933	KKLT-F
7. KKFR-F	(CHR)	167/ 5.7	3.9	2.6	2.9	2.9	3.8	188/2598	2400/13.8	11.1	11.8	86	5.1	163	2837	KKFR-F
8. KOOL-F	(O)	130/ 4.5	3.3	3.0	2.3	4.6	3.3	145/2104	1950/11.2	10.3	11.5	167	3.2	103	1327	KOOL-F
9. KMLE-F	(C)	107/ 3.7	3.7	3.3	2.5	0.7	3.3	119/1437	1309/ 7.5	7.0	3.1	130	3.3	105	1814	KMLE-F
KFYI	(N/T)	107/ 3.7	3.6	3.3	2.6	3.3	3.3	110/1516	1444/ 8.3	7.1	7.4	97	5.7	51	590	KFYI
11. KDKB-F	(AOR)	101/ 3.5	3.5	3.4	3.7	3.0	3.5	176/2379	1756/10.1	12.0	11.0	140	4.2	135	2174	KDKB-F
12. KOY	(BB)	97/ 3.3	2.2	3.0	2.4	1.0	2.7	103/1331	1233/ 7.1	8.1	4.3	64	1.6	51	793	KOY
13. KSLX-F	(AOR)	95/ 3.3	4.3	4.5	4.4	3.2	4.1	119/2025	1752/10.0	11.4	9.7	142	4.3	137	1999	KSLX-F
14. KOY -F	(CHR)	91/ 3.1	4.8	4.4	4.4	4.8	4.2	103/2650	2366/13.6	15.8	14.8	48	5.4	171	3052	KOY -F
15. KLFF	(BB)	81/ 2.8	1.8	2.1	1.5	2.0	2.0	82/817	806/ 4.6	4.3	4.1	18	1.6	51	590	KLFF
16. KESZ-F	(AC)	76/ 2.6	2.7	3.0	3.4	3.4	2.9	79/1633	1574/ 9.0	8.1	8.2	123	1.8	59	995	KESZ-F
17. KPHX	(SP)	47/ 1.6	0.7	0.6	1.4	0.8	1.1	47/455	455/ 2.6	1.3	0.9	131	0.4	12	314	KPHX
KAMJ-F	(AC)	47/ 1.6	2.3	2.7	2.2	2.8	2.2	49/1155	1119/ 6.4	7.8	7.8	119	1.2	37	837	KAMJ-F
19. KOOL	(O)	40/ 1.4	2.2	2.2	2.0	2.6	2.0	45/725	616/ 3.5	5.7	6.2	150	1.5	48	860	KOOL
20. KMEO	(EZ)	34/ 1.3	0.2	0.2	0.4	0.7	0.5	34/515	515/ 3.0	0.0	0.0	23	0.3	8	107	KMEO
21. KSUN	(SP)	35/ 1.2	0.4	0.5	1.2	----	0.8	35/294	294/ 1.7	1.3	0.0	125	0.5	16	328	KSUN
22. KONC-F	(CL)	34/ 1.2	1.4	1.2	1.5	0.9	1.3	34/620	620/ 3.6	2.6	3.1	83	0.9	28	611	KONC-F
23. KUKQ	(AOR)	33/ 1.1	1.0	1.1	----	0.5	0.8	33/485	485/ 2.8	1.9	1.4	82	1.6	51	518	KUKQ
24.																
25.																

12+ FM SHARE (METRO): 71.33% (1933 of 2710) (FAL 88: 75.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZP-AF	1 KUPD-F>	1 KNIX-AF	1 KNIX-AF>	1 KNIX-AF>	1 KNIX-AF	1 KTAR <	1 KNIX-AF>	1 KNIX-AF>	1 KZZP-AF	1 KTAR >>
2 KKFR-F>>	2 KKFR-F<	2 KUPD-F	2 KKLT-F	2 KKLT-F	2 KTAR	2 KNIX-AF>	2 KMEO-F	2 KKFR-F<	2 KNIX-AF	2 KNIX-F
3 KOY -F	3 KNIX-AF	3 KKLT-F	3 KOOL-F>	3 KOOL-F>	3 KMEO-F>	3 KUPD-F<	3 KKLT-F	3 KZZP-AF	3 KTAR	3 KOOL-F>
4	4 KKLT-F	4 KOOL-F	4 KUPD-F<	4 KTAR <	4 KOY	4 KZZP-AF	4 KUPD-F<	4 KMEO-F<	KKFR-F	4 KUPD-F<
5	5 KZZP-AF	5 KZZP-AF	5 KKFR-F	5 KUPD-F	5 KFYI <	5 KMEO-F	5 KTAR	5 KKLT-F	5 KMEO-F	5 KMEO-F
6	6 KDKB-F<	6 KKFR-F	KDKB-F<	6 KKFR-F	6 KLFF	6 KKLT-F	6 KOOL-F	6 KTAR	6 KUPD-F	6 KFYI
7	7 KSLX-F	7 KDKB-F<	7 KZZP-AF<	KDKB-F<	7 KKLT-F<	7 KKFR-F	7 KKFR-F	7 KUPD-F	7 KKLT-F	7
8	8	8 KSLX-F	8 KSLX-F<	8 KMLE-F<	8 KOOL-F	8	8	8	8	8
9	9	9	9 KTAR	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUPD-F>	1 KKLT-F	1 KKLT-F	1 KNIX-AF	1 KNIX-AF	1 KUPD-F>	1 KUPD-F>	1 KUPD-F	1 KUPD-F	1 KNIX-AF>
2 KZZP-AF>	2 KNIX-AF<	2 KNIX-AF	2 KKLT-F	2 KKLT-F>	2 KKFR-F	2 KDKB-F<	2 KDKB-F>	2 KNIX-AF	2 KOOL-F
3 KOY -F	3 KZZP-AF<	3 KKFR-F	3 KZZP-AF	3 KZZP-AF	3 KZZP-AF	3 KKFR-F	3 KSLX-F	3 KOOL-F	3 KUPD-F
4 KNIX-AF	4 KUPD-F	4 KZZP-AF	4 KUPD-F	4 KOOL-F	4 KOY -F>	4 KSLX-F<	4 KNIX-AF<	4 KDKB-F	4 KTAR <
5 KKLT-F	5 KKFR-F>	5 KOOL-F	5 KKFR-F	5 KKFR-F	5 KDKB-F	5 KNIX-AF	5 KOOL-F	5 KKFR-F	5 KDKB-F
6 KKFR-F>	6 KSLX-F	6 KSLX-F>	6 KOOL-F	6 KMEO-F	6 KESZ-F	6 KOOL-F	6 KKFR-F	6 KSLX-F	6 KSLX-F
7 KSLX-F	7 KOY -F	7 KDKB-F	7	7 KMLE-F	7 KNIX-AF	7 KZZP-AF	7 KKLT-F<	7 KTAR	7 KKLT-F<
8	8	8	8	8 KTAR	KSLX-F	8	8	8 KZZP-AF	8 KMLE-F
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

PHOENIX

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	3 (1)	444 (3)	447 (4)	16.5	18.3
AOR/CLASSIC	33 (1)	375 (3)	408 (4)	15.1	14.1
AC/OLDIES/SOFT ROCK	40 (1)	422 (4)	462 (5)	17.0	20.7
MOR/VARIETY					1.1
COUNTRY	22 (1)	416 (2)	438 (3)	16.2	16.2
BLACK/URBAN					
BEAUTIFUL/EASY	34 (1)	196 (1)	230 (2)	8.5	10.4
NEWS/TALK	337 (2)		337 (2)	12.4	12.4
NOSTALGIA	178 (2)		178 (2)	6.6	2.1
RELIGION/GOSPEL	24 (2)		24 (2)	0.9	0.5
SPANISH	106 (3)	16 (1)	122 (4)	4.5	2.1
CLASSICAL		34 (1)	34 (1)	1.3	0.9
JAZZ/NEW AGE		21 (1)	21 (1)	0.8	1.1
UNKNOWN/OTHERS		9 (1)	9 (1)	0.3	
	777 (14)	1933 (17)	2710 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGRX-F	100.3	Globe	0.7/2.9/ 21/ 514
KRDS	1190	Tolleson/Phnx	0.5/1.5/ 16/ 304
KVVA	860	Phoenix	0.8/1.7/ 28/ 356
KVVA-F	107.1	Apache Junction	0.5/1.4/ 16/ 274
KXEG	1010	Phoenix	0.3/1.9/ 9/ 347
KAHM-F	102.1	Prescott	0.3/0.9/ 35/ 447

AM STATIONS

KASA,	1540,	10 KW (DAYS,DA)	, RELIGION		, $ 14.00 (---)	Ostrander-Wilson
KFNN,	1510,	10 KW (DAYS)	, ??		, $ 25.00 (---)	
KFYI,	910,	5 KW (DA-N)	, NEWS/TALK	CBS,	$ 60.00 (Republic)	Broadcast Group
KLFF,	1360,	5 KW/1 KW (DA-N)	, NOSTALGIA	ABC D,	$ 33.00 (---)	
KNIX,	1580,	50 KW (DA-1)	, SIMULCAST WITH KNIX-F			
KOOL,	960,	5 KW (DA-N)	, OLDIES		, $ 43.00 (HNWH)	Adams
KOY ,	550,	5 KW/1 KW	, NOSTALGIA	ABC E, TRNSTR,	$ 28.00 (Christal)	Edens
KPHX,	1480,	1 KW/500 W(DA-2)	, HISPANIC	CRC,	$ 28.00 (Caballero)	
KRDS,	1190,	5 KW/250 W(DA-2)	, RELIGION		, $ 16.00 (---)	
KSUN,	1400,	1 KW	, HISPANIC		, $ 25.00 (Caballero)	
KTAR,	620,	5 KW (DA-N)	, NEWS/TALK	ABC I,	$ 170.00 (CBS)	Pulitzer
KUKQ,	1060,	5 KW/500 W(DA-N)	, AOR		, $ 36.00 (Banner)	
KVVA,	860,	1 KW (DA-N)	, HISPANIC		, $ 35.00 (Lotus)	
KXEG,	1010,	1 KW/250 W	, RELIGION		, $ 10.00 (---)	Mid America

FM STATIONS

KPMX,	101.5,	100 KW @ 1740,	TALK		, $ 78.00 (Banner)	EZ
KDKB,	93.3,	100 KW @ 1480,	AOR		, $ --- (Torbet)	Sandusky
KESZ,	99.9,	100 KW @ 1670,	AC		, $ 65.00 (Eastman)	
KGRX,	100.3,	90 KW @ 210,	JAZZ/NAC	ABC C,	$ 40.00 (Roslin)	First Cities (GLOBE)
KKFR,	92.3,	100 KW @ 1646,	CHR		, $ 63.00 (Republic)	Broadcast Group
KKLT,	98.7,	115 KW @ 1650,	AC		, $ 80.00 (CBS)	Pulitzer
KMEO,	96.9,	100 KW @ 1556,	BTFL/EZ		, $ 103.00 (Group W)	Westinghouse
KMLE,	107.9,	100 KW @ 1000,	COUNTRY		, $ 60.00 (Durpetti)	Shamrock (CHANDLER)
KNIX,	102.5,	100 KW @ 1610,	COUNTRY		, $ 200.00 (Katz)	Buck Owens
KONC,	106.3,	3 KW @ 330,	CLASSICAL	ABC D,	$ 37.00 (---)	(SUN CITY)
KOOL,	94.5,	100 KW @ 1620,	OLDIES		, $ 109.00 (HNWH)	Adams
KSLX,	100.7,	100 KW @ 1847,	CLASSIC AOR		, $ 85.00 (MMR)	Cook Inlet
KOY ,	95.5,	100 KW @ 1550,	CHR		, $ 77.00 (Christal)	Edens
KUPD,	97.9,	100 KW @ 1620,	AOR		, $ 96.00 (Banner)	
KVVA,	107.1,	3 KW @ 330,	HISPANIC		, $ 35.00 (Lotus)	(APPACHE JUNCTION)
KZZP,	104.7,	100 KW @ 1550,	CHR		, $ 157.00 (Mc-Guild)	

CALL LETTER CHANGES

KAMJ to KPMX (Jan)

FORMAT CHANGES

KPMX to TALK (Jan.)

STATION SALES

KZZP sold by Nationwide for $975,000

PITTSBURGH

Arbitron Rank/Pop (12+): 19/1,954,700

MSA Rank/Pop: 19/2,121,000
ADI # 17
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 28/26
Diaries: 1872/1044:1/59.8%
Sample Target: 1760
% Below Line: 0.8
% Not Listed: 10.3

1989 Revenue: $50,700,000
HH Inc.: $26,898
Retail $: 14.2 Bil
Pop per Station: 75,180
#1 Biller: KDKA $8,700,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDKA	(MOR)	426/12.3	13.6	14.1	12.3	13.4	13.1	521/7387	5851/29.9	33.7	31.2	79	10.7	350	5568	KDKA
2. WSHH-F	(EZ)	333/ 9.6	7.6	9.4	11.1	8.2	9.4	381/3892	3326/17.0	18.4	16.2	74	5.6	182	2473	WSHH-F
3. WBZZ-F	(CHR)	300/ 8.7	9.3	9.9	8.7	8.4	9.1	366/6238	4932/25.2	26.1	24.1	98	12.3	401	5170	WBZZ-F
4. WDVE-F	(AOR)	270/ 7.8	9.3	7.1	7.6	8.0	7.9	451/5784	3454/17.7	17.2	18.9	94	10.0	326	4148	WDVE-F
5. WTAE	(N/T)	234/ 6.8	2.9	3.9	3.8	5.0	4.3	237/3523	3342/17.1	12.1	16.5	69	4.3	140	2122	WTAE
6. WWSW-F	(AC)	210/ 6.1	6.6	7.3	5.4	6.1	6.3	293/4606	3291/16.8	17.4	16.0	159	6.4	210	2805	WWSW-F
7. WAMO-F	(B)	188/ 5.4	6.1	5.5	5.5	4.6	5.6	210/2372	2131/10.9	11.3	9.7	89	7.7	252	3398	WAMO-F
8. WLTJ-F	(AC)	151/ 4.4	3.8	4.7	6.1	4.9	4.8	169/2153	1866/ 9.5	11.4	10.7	164	3.8	123	1624	WLTJ-F
9. WMYG-F	(AOR)	146/ 4.2	5.3	4.4	5.2	3.6	4.8	193/2858	2087/10.7	11.3	10.7	112	4.7	154	2356	WMYG-F
10. WDSY-F	(C)	133/ 3.8	3.6	4.2	3.9	4.5	3.9	177/2440	1707/ 8.7	8.9	9.3	150	4.5	148	1579	WDSY-F
11. WHTX-F	(AC)	127/ 3.7	3.9	2.6	3.5	4.4	3.4	128/2755	2619/13.4	10.4	13.4	162	3.9	126	1699	WHTX-F
12. WJAS	(BB)	119/ 3.4	4.4	3.1	2.8	4.2	3.4	121/1576	1532/ 7.8	7.2	7.9	41	2.5	83	942	WJAS
13. WNRJ-F	(CHR)	82/ 2.4	2.4	1.7	1.3	1.9	2.0	112/2239	1738/ 8.9	8.8	7.8	62	2.6	84	1616	WNRJ-F
14. KQV	(N/T)	72/ 2.1	2.0	2.6	2.0	2.2	2.2	72/1528	1486/ 7.6	9.3	8.1	62	1.7	56	1147	KQV
15. WMBS	(MOR)	56/ 1.6	1.3	1.3	1.4	0.9	1.4	63/700	620/ 3.2	2.2	1.9	69	0.7	24	324	WMBS
16. WMXP-F	(AC)	49/ 1.4	1.9	2.1	2.5	1.7	2.0	78/1731	1374/ 7.0	7.4	6.6	129	1.9	63	918	WMXP-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 66.93% (2079 of 3106) (FAL 88: 67.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F	1 WDVE-F<	1 WWSW-F<	1 WWSW-F	1 KDKA	1 KDKA >>	1 WSHH-F>	1 KDKA <	1 KDKA >	1 KDKA >>
2 WAMO-F<	2 WBZZ-F>	2 WBZZ-F	2 WBZZ-F	KDKA	2 WSHH-F>	2 WBZZ-F	2 KDKA	2 WSHH-F	2 WSHH-F	2 WTAE >>
3 WDVE-F	3 WAMO-F	3 WWSW-F	3 WDVE-F	3 WBZZ-F	3 WTAE >	3 WSHH-F	3 WDVE-F	3 WDVE-F<	3 WDVE-F<	3 WDVE-F>>
4 WNRJ-F	4 WMYG-F>	4 WAMO-F<	4 KDKA	4 WDVE-F<	4 WWSW-F	4 WDVE-F	WBZZ-F	4 WBZZ-F	4 WBZZ-F	4 WMYG-F
5	5 WWSW-F	5 WMYG-F	5 WLTJ-F	5 WLTJ-F<	5 WJAS <	5 WHTX-F<	5 WTAE	5 WWSW-F	5 WYTK-F	5 WAMO-F
6	6 WLTJ-F	6 KDKA	6 WHTX-F	6 WSHH-F	6 WDSY-F	6 WWSW-F	6 WWSW-F	6 WTAE	6 WTAE	6 WDSY-F<
7	7 WHTX-F	7 WLTJ-F	7 WSHH-F<	7 WHTX-F	7	7 WTAE	7 WLTJ-F	7 WAMO-F	7 WAMO-F	7 WSHH-F
8	8	8	8 WMYG-F<	8	8	8	8	8	8	8
9	9	9	9 WAMO-F	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBZZ-F	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F<
2 WAMO-F<	2 WDVE-F	2 WLTJ-F	2 WWSW-F<	2 WLTJ-F<
3 WDVE-F>>	WAMO-F>	3 WWSW-F	3 WLTJ-F	3 WWSW-F
4 WNRJ-F	4 WLTJ-F	4 WDVE-F	WAMO-F	4 WSHH-F
5 WWSW-F	5 WWSW-F>	5 WAMO-F	5 WDVE-F	5 KDKA
WMYG-F	6 WMYG-F	6 WHTX-F	6 WHTX-F	6 WHTX-F
WLTJ-F	WHTX-F	7 WMYG-F<	7 WSHH-F	7
8	8	8 WSHH-F	8	8
	9	9 WMXP-F>	9	9
10	10	10 WDSY-F	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>	1 WDVE-F>	1 KDKA
2 WMYG-F>	2 WMYG-F	2 WBZZ-F	2 WMYG-F	2 WDVE-F
3 WBZZ-F>	3 WBZZ-F>	3 KDKA	3 WBZZ-F	3 WWSW-F
4 WAMO-F	4 WAMO-F	4 WMYG-F	4 WWSW-F	4 WTAE <
5 WNRJ-F>	5 KDKA	5 WTAE	KDKA >	5 WDSY-F
6 WWSW-F>	6 WWSW-F	6 WWSW-F	6 WTAE	6 WBZZ-F
7 WWVA	7	7 WAMO-F	7 WAMO-F	7 WMYG-F<
8 KDKA >	8	8 WHTX-F	8 WDSY-F	8 WSHH-F
9	9	9	9	9
	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		394 (3)	394 (3)	12.7	10.4	WAMO	860	Pittsburgh	0.5/1.2/ 19/ 243
AOR/CLASSIC		416 (2)	416 (2)	13.4	14.6	WBVP	1230	Beaver Falls	0.5/1.4/ 17/ 289
AC/OLDIES/SOFT ROCK	30 (1)	553 (5)	583 (6)	18.8	21.4	WEEP	1080	Pittsburgh	0.4/1.5/ 19/ 352
MOR/VARIETY	499 (3)		499 (3)	16.1	16.8	WHJB	620	Greensburg	0.3/2.2/ 11/ 441
COUNTRY	43 (3)	147 (2)	190 (5)	6.1	8.4	WIXZ	1360	McKeepprt/Ptsb	0.4/1.8/ 15/ 374
BLACK/URBAN	19 (1)	188 (1)	207 (2)	6.7	5.5	WPIT-F	101.5	Pittsburgh	1.1/4.5/ 51/1121
BEAUTIFUL/EASY		333 (1)	333 (1)	10.7	8.9	WSSZ-F	107.1	Greensburg/Pitt	0.3/1.5/ 13/ 330
NEWS/TALK	72 (1)		72 (1)	2.3	7.8	WWKS-F	106.7	Beaver Falls	0.5/2.2/ 19/ 537
NOSTALGIA	119 (1)		119 (1)	3.8	4.5	WWSW	970	Pittsburgh	0.9/3.2/ 30/ 639
RELIGION/GOSPEL		37 (1)	37 (1)	1.2	1.0	WYTK-F	95.3	Washington	0.4/0.8/ 14/ 185
SPANISH									
CLASSICAL					0.5	WVAQ-F	101.9	MORGANTOWN	0.3/0.6/ 59/ 699
JAZZ/NEW AGE	234 (1)		234 (1)	7.5		WWVA	1170	WHEELING	0.4/1.0/ 62/1002
UNKNOWN/OTHERS	11 (1)	11 (1)	22 (2)	0.7	0.3				
	1027 (12)	2079 (16)	3106 (28)						

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	, MOR	NBC,	$ 180.00	(Group W)	Westinghouse
KOV ,	1410,	5 KW (DA-2)	, NEWS	CBS, US 2,	$ 40.00	(Roslin	
WEEP,	1080,	50 KW (DAYS, DA)	, COUNTRY	US 2,	$ N/A	(Republic)	Entercom
WJAS,	1320,	5 KW (DA-N)	, NOSTALGIA	UPI, CNN,	$ 44.00	(Eastman)	Renda
WMBS,	590,	1 KW (DA-N)	, MOR	CBS,	$ 14.00	(Regional)	(UNIONTOWN)
WPIT,	730,	5 KW/24 W	, RELIGION	,	$ N/A	(---)	Pyramid
WTAE,	1250,	5 KW (DA-N)	, NEWS/TALK	ABC E, US 2,	$ 65.00	(Katz)	Hearst
WWSW,	970,	5 KW (DA-2)	, OLDIES	ABC I, ABC D,	$ N/A	(Mc-Guild)	Shamrock

FM STATIONS

WAMO,	105.9,	72 KW @ 420,	BLACK	SBN,	$ 56.00	(HNWH)	Sheridan
WBZZ,	93.7,	41 KW @ 547,	CHR	,	$ 144.00	(Banner)	EZ
WDSY,	107.9,	50 KW @ 500,	COUNTRY	US 1,	$ 59.00	(Republic)	Entercom
WDVE,	102.5,	55 KW @ 820,	AOR	SOURCE,	$ 104.00	(Christal)	Great American
WHTX,	96.1,	50 KW @ 500,	AC	ABC E,	$ 97.00	(Katz)	Hearst
WLTJ,	92.9,	47 KW @ 890,	SOFT AC	,	$ 53.00	(Durpetti)	
WMXP,	100.7,	20 KW @ 500,	AC	,	$ 40.00	(HNWH)	Signature
WMYG,	96.9,	45 KW @ 162,	CLASSIC AOR	,	$ 60.00	(MMR)	
WNRJ,	104.7,	50 KW @ 500,	EZ	ABC F,	$ 40.00	(Roslin)	
WPIT,	98.5,	48 KW @ 510,	RELIGION	,	$ N/A	(---)	Pyramid
WSHH,	99.7,	11 KW @ 930,	EZ/SOFT AC	UPI,	$ 75.00	(Eastman)	Renda
WWSW,	94.5,	50 KW @ 800,	OLDIES	ABC D,	$ 120.00	(Mc-Guild)	Shamrock

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
WAMO-A changes to WYJZ (Jan)	WNRJ changes from CHR to EZ in (Feb)...WSHH changes from EZ to SOFT AC...WYJZ changes from BLACK to JAZZ (Jan)...	

PORTLAND, ME

Arbitron Rank/Pop (12+): 158/198,500
MSA Rank/Pop: 183/236,000
ADI # 74
Average Person Ratings: 16.4
Market TSL: 22.25 hours

Stations: 18/16
Diaries: 591/336:1/57.2%
Sample Target: 560
% Below Line: 1.5
% Not Listed: 20.2

1989 Revenue: $11,900,000
HH Inc.: $28,748
Retail $: 3.2 Bil
Pop per Station: 12,406
#1 Biller: WPOR-AF $2,500,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPOR-AF (C)	46/14.1	16.6	14.7	14.5	15.8	----	84/1002	482/24.3	23.2	24.8	99	11.8	54	497	WPOR-AF
2. WBLM-F (AOR)	41/12.6	9.9	14.3	16.8	11.2	----	118/1556	490/24.7	23.1	24.4	101	17.1	87	963	WBLM-F
3. WMGX-F (O)	35/10.7	10.5	5.3	8.9	10.9	----	54/722	458/23.1	21.4	17.5	119	7.7	39	550	WMGX-F
4. WYNZ (BP)	19/ 5.8	6.3	6.7	8.9	9.1	----	22/352	209/10.5	12.5	11.6	21	1.6	8	216	WYNZ
5. WGAN (MOR)	18/ 5.5	3.6	5.3	4.9	4.6	----	21/406	237/11.9	12.9	15.0	84	4.7	24	342	WGAN
6. WKZS-F (AC)	17/ 5.2	3.9	5.7	5.9	4.6	----	68/986	262/13.2	12.9	15.3	123	8.1	41	537	WKZS-F
7. WCLZ-F (AC)	15/ 4.6	1.8	3.0	1.6	1.4	----	28/406	192/ 9.7	7.9	8.3	163	3.5	18	193	WCLZ-F
8. WWGT-F (CHR)	13/ 4.0	5.4	6.0	6.6	1.1	----	35/577	275/13.9	17.7	16.7	57	6.5	33	507	WWGT-F
WTHT-F (CHR)	13/ 4.0	6.3	5.3	5.9	11.9	----	66/1014	285/14.4	20.0	16.9	88	7.1	36	599	WTHT-F
10. WHOM-F (EZ)	12/ 3.7	5.4	5.0	3.3	5.6	----	59/875	212/10.7	10.8	14.1	32	3.5	18	241	WHOM-F
11. WYNZ-F (O)	9/ 2.8	3.3	4.7	5.3	3.5	----	15/305	220/11.1	11.7	14.8	143	4.1	21	220	WYNZ-F
WPKM-F (CL)	9/ 2.8	1.5	1.0	0.7	1.1	----	10/149	117/ 5.9	6.9	3.5	43	0.4	2	63	WPKM-F
13. WXGL-F (O)	4/ 1.2	1.8	1.0	1.6	1.8	----	22/493	128/ 6.4	6.0	3.6	142	2.0	10	200	WXGL-F

12+ FM SHARE (METRO): 82.69% (215 of 260) (FAL 88: 83.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLM-F>>	1 WBLM-F	1 WBLM-F<	1 WMGX-F	1 WPOR-AF	1 WPOR-AF>>	1 WPOR-AF>	1 WPOR-AF	1 WPOR-AF<	1 WBLM-F>	1 WMGX-F
2 WTHT-F	2 WMGX-F>>	2 WMGX-F>	WBLM-F	2 WMGX-F	2 WYNZ	2 WBLM-F<	2 WBLM-F	2 WBLM-F	2 WMGX-F<	2 WPOR-F
3 WWGT-F	3 WWGT-F	3 WPOR-AF	3 WPOR-AF>	WBLM-F>	WGAN >	3 WMGX-F>	3 WMGX-F>	3 WMGX-F>	3 WGAN	WGAN
4	WKZS-F	4 WKZS-F	4 WCLZ-F	4 WCLZ-F	4 WHOM-F	4 WYNZ	4 WYNZ <	4 WCLZ-F	4 WCLZ-F	WBLM-F
5	5 WTHT-F	5 WCLZ-F	5 WKZS-F	5 WKZS-F	5	5 WGAN	5 WKZS-F	5 WKZS-F	5 WTHT-F	5
	WCLZ-F								6 WPOR-AF	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMGX-F	1 WMGX-F>	1 WMGX-F>>	1 WMGX-F>	1 WPOR-AF	1 WBLM-F>	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>	1 WBLM-F
WBLM-F	2 WBLM-F	2 WBLM-F	2 WBLM-F	2 WMGX-F>	2 WMGX-F>>	2 WMGX-F	2 WMGX-F>	2 WMGX-F>	2 WPOR-AF
3 WWGT-F	3 WKZS-F	3 WPOR-AF	3 WPOR-AF	3 WKZS-F	3 WWGT-F	3	3 WCLZ-F>>	3 WPOR-AF	3 WMGX-F>
WKZS-F>>	4 WWGT-F>	WTHT-F	WKZS-F>	WBLM-F	4	4	4	4 WCLZ-F	4 WCLZ-F
5	5 WTHT-F	WKZS-F	5 WWGT-F	5 WCLZ-F	5	5	5	5	5
		WCLZ-F							

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		29 (3)	29 (3)	11.2	16.1
AOR/CLASSIC		41 (1)	41 (1)	15.8	21.0
AC/OLDIES/SOFT ROCK		80 (5)	80 (5)	30.8	19.0
MOR/VARIETY	21 (2)		21 (2)	8.1	7.7
COUNTRY	5 (1)	41 (1)	46 (2)	17.7	17.7
BLACK/URBAN					7.0
BEAUTIFUL/EASY		14 (2)	14 (2)	5.4	6.9
NEWS/TALK					
NOSTALGIA	19 (1)		19 (1)	7.3	8.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		9 (1)	9 (1)	3.5	1.2
JAZZ/NEW AGE					
UNKNOWN/OTHERS		1 (1)	1 (1)	0.4	2.4
	45 (4)	215 (14)	260 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIGY-F	105.9	Bath	0.9/4.7/ 21/ 545
WZPK-F	103.7	Berlin	0.3/3.1/ 24/ 295
WBZ	1030	Boston	0.9/4.2/ 13/ 369
WCME-F	96.7	BoothbayHrb/Bth	0.6/1.6/ 5/ 152

RADIO STATIONS

WGAN, 560, 5 KW (DA-1)	, MOR	NBC, $	18.00 (Katz)	Sunshine	
WYNZ, 970, 5 KW (DA-N)	, NOSTALGIA	CBS, $	19.00 (Eastman)	Buckley	
WBLM-F, 102.9, 100 KW @ 1470, AOR		, $	44.00 (Mc-Guild)	Fuller-Jeffrey	
WCLZ-F, 98.9, 50 KW @ 400, AC		, $	20.00 (Christal)		(BRUNSWICK)
WHOM-F, 94.9, 48 KW @ 3760, BTFL/EZ		, $	50.00 (Republic)	Barnstable	(MT WASHINGTON)
WIGY-F, 105.9, 50 KW @ 500, CHR		ABC F, $	17.00 (Durpetti)		(BATH)
WKZS-F, 99.9, 30 KW @ 650, SOFT AC		, $	32.00 (HNWH)		(AUBURN)
WMGX-F, 93.1, 50 KW @ 443, OLDIES		, $	35.00 (Katz)	Sunshine	
WPKM-F, 106.3, 3 KW @ 300, CLASSICAL		, $	20.00 (CMBS)		
WPOR-F, 101.9, 50 KW @ 492, COUNTRY		ABC E, $	57.00 (Mc-Guild)		
WTHT-F, 107.5, 35 KW @ 610, CHR		, $	31.00 (Banner)	Taylor	(LEWISTON)
WWGT-F, 97.9, 16 KW @ 900, CHR		, $	25.00 (Christal)	Porter	
WXGL-F, 93.9, 28 KW @ 640, OLDIES		, $	16.00 (Torbet)		(LEWISTON)
WYNZ-F, 100.9, 3 KW @ 225, OLDIES		, $	24.00 (Eastman)	Buckley	

MISCELLANEOUS COMMENTS: WBLM and WTHT exchanged frequencies in Dec...WBLM moved from 107.5 to 102.9 and WTHT moved the other way...WCLZ-F (Brunswick) sold to Doug Tanger for $2,175,000 (Chapman)...WTHT-F sold to Beacon for $2,600,000 (Kozacko-Horton)...

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,343,400
MSA Rank/Pop: 42/1,410,000
ADI # 26
Average Person Ratings: 15.4
Market TSL: 20.50 hours

Stations: 26/24
Diaries: 1543/871:1/52.7%
Sample Target: 1430
% Below Line: 0.8
% Not Listed: 9.5

1989 Revenue: $45,200,000
HH Inc.: $27,375
Retail $: 10.7 Bil
Pop per Station: 55,975
#1 Biller: KKCW-F $6,400,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F	(CHR)	222/10.7	9.2	8.9	8.5	8.2	9.3	229/3202	2979/22.2	22.2	20.7	75	10.3	214	3348	KKRZ-F
2. KEX	(MOR)	170/ 8.2	5.5	7.5	4.7	5.5	6.5	180/2687	2346/17.5	15.7	12.6	105	6.2	128	1704	KEX
3. KKCW-F	(AC)	166/ 8.0	8.7	8.6	9.5	6.6	8.7	176/2739	2610/19.4	18.9	16.3	145	6.2	129	2053	KKCW-F
4. KUPL-F	(C)	143/ 6.9	6.2	6.5	6.5	5.2	6.5	190/2321	1918/14.3	10.3	11.2	113	7.6	157	1824	KUPL-F
5. KXYQ-F	(CHR)	137/ 6.6	7.0	6.2	6.2	7.3	6.5	186/2888	2198/16.4	15.3	17.0	80	8.5	177	2007	KXYQ-F
	(EZ)	137/ 6.6	6.[illegible]	[illegible]	[illegible].0	7.7	6.2	177/1822	1512/11.4	10.7	11.8	67	3.0	62	1085	KXL -F
7. KXL	(N/T)	130/ 6.3	6.0	6.3	6.5	6.2	6.3	138/2073	1851/13.8	14.4	15.9	48	5.8	121	1672	KXL
8. KGON-F	(AOR)	126/ 6.1	6.5	6.3	6.0	4.6	6.2	135/1887	1731/12.9	12.1	23.1	113	7.3	151	1422	KGON-F
9. KINK-F	(AOR)	113/ 5.5	4.0	6.8	6.4	7.1	5.7	122/1819	1626/12.1	15.2	14.2	156	7.5	155	1845	KINK-F
10. KMJK-F	(AOR)	87/ 4.2	3.7	3.8	3.5	4.3	3.8	95/1604	1505/11.2	9.0	10.1	148	5.7	118	1522	KMJK-F
KKSN-F	(O)	87/ 4.2	3.9	4.0	3.9	3.4	4.0	106/1958	1649/12.3	9.8	9.1	169	3.9	80	1615	KKSN-F
12. KWJJ-F	(C)	56/ 2.7	3.6	2.9	3.4	1.6	3.2	74/1223	1028/ 7.7	7.1	5.1	96	3.2	66	964	KWJJ-F
13. KKSN	(BB)	55/ 2.7	2.6	2.4	1.6	0.3	2.3	55/728	700/ 5.2	5.7	2.4	44	2.8	57	659	KKSN
14. KKCY-F	(AC)	47/ 2.3	2.2	1.7	2.7	3.6	2.2	51/906	849/ 6.3	5.0	11.0	109	1.7	35	676	KKCY-F
15. KGW	(T)	34/ 1.6	1.7	2.0	2.7	2.1	2.0	40/930	812/ 6.0	7.7	10.3	94	2.0	41	826	KGW
16. KUPL	(C)	33/ 1.6	1.1	0.8	1.0	1.0	1.1	35/618	572/ 4.3	2.7	2.5	38	1.8	38	502	KUPL
17. KPDQ-F	(REL)	29/ 1.4	1.5	1.8	2.1	2.2	1.7	34/604	503/ 3.7	4.6	6.1	100	1.8	37	614	KPDQ-F
18. KYTE	(CL)	20/ 1.0	1.4	1.0	1.1	3.4	1.1	23/371	362/ 2.7	3.0	7.2	80	0.7	15	403	KYTE
19. KWJJ	(C)	17/ 0.8	1.8	2.0	1.2	0.9	1.5	20/646	579/ 4.3	5.0	3.7	87	1.7	35	693	KWJJ
20. KZRC	(AOR)	16/ 0.8	1.7	1.0	2.0	2.6	1.4	26/142	92/ 0.7	1.9	1.8	13	0.7	15	265	KZRC

12+ FM SHARE (METRO): 72.97% (1366 of 1872) (FAL 88: 71.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KKRZ-F	1 KKRZ-F<	1 KKCW-F	1 KKCW-F>	1 KEX	1 KKRZ-F	1 KKCW-F<	1 KKRZ-F	1 KKRZ-F>	1 KKRZ-F
2 KXYQ-F	2 KGON-F	2 KKCW-F	2 KINK-F	2 KINK-F	2 KXL -F	KEX	2 KEX	2 KKCW-F	2 KXYQ-F	2 KXL
3	3 KXYQ-F<	3 KGON-F	3 KKRZ-F	KEX	3 KXL	3 KXL	3 KKRZ-F	3 KXYQ-F	3 KKCW-F	KKCW-F
4	4 KKCW-F	4 KINK-F	4 KEX	4 KKRZ-F<	4 KUPL-F>	4 KKCW-F	4 KXL -F	4 KEX <	KEX	4 KINK-F<
5	5 KMJK-F	5 KXYQ-F	5 KKSN-F<	5 KUPL-F	5 KKCW-F>	5 KXL -F	KUPL-F	5 KGON-F	5 KINK-F	5 KEX
6	KINK-F	6 KMJK-F	6 KGON-F	6 KKSN-F<	6 KKSN	6 KUPL-F	6 KGON-F	6 KUPL-F	6 KGON-F<	6 KXL -F
7	7	KEX <	7 KUPL-F<	7 KGON-F	7 KKSN-F	KINK-F	7 KXL <	7 KXL -F	7 KUPL-F<	7 KUPL-F
8	8	8 KKSN-F<	8 KMJK-F	8 KMJK-F	8	8	8 KXYQ-F	8	8 KXL -F	KGON-F
		9 KUPL-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F>	1 KKRZ-F>	1 KKRZ-F>	1 KKRZ-F	1 KKCW-F	1 KGON-F	1 KGON-F>	1 KGON-F>	1 KGON-F>	1 KGON-F
2 KXYQ-F>	2 KXYQ-F	2 KXYQ-F	2 KKCW-F>	2 KKRZ-F	2 KKRZ-F>	2 KKRZ-F<	2 KKCW-F<	2 KKCW-F	2 KKCW-F
3 KKCW-F>	3 KKCW-F	KKCW-F	3 KXYQ-F	3 KEX <	3 KXYQ-F>	3 KMJK-F	3 KMJK-F	3 KMJK-F	3 KINK-F
4 KINK-F	4 KINK-F>	4 KINK-F	4 KINK-F	4 KKSN-F<	4 KMJK-F	4 KKCW-F	4 KINK-F>	4 KINK-F	4 KEX
KGON-F	5 KKSN-F	5 KKSN-F	5 KKSN-F	5 KINK-F<	5	5 KXYQ-F	5 KKRZ-F	5 KKRZ-F	5 KUPL-F
6 KUPL-F	6 KMJK-F	6 KMJK-F	6 KUPL-F<	6 KUPL-F	6	6 KINK-F	6 KXYQ-F	6 KEX	KMJK-F
			7 KEX	7 KXYQ-F			KUPL-F	7 KXYQ-F	7 KKSN-F
				KXL -F			8 KEX	KUPL-F	

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		359 (2)	359 (2)	19.2	17.9
AOR/CLASSIC	25 (2)	326 (3)	351 (5)	18.8	21.3
AC/OLDIES/SOFT ROCK		300 (3)	300 (3)	16.0	14.8
MOR/VARIETY	170 (1)		170 (1)	9.1	6.3
COUNTRY	50 (2)	199 (2)	249 (4)	13.3	10.6
BLACK/URBAN					
BEAUTIFUL/EASY		137 (1)	137 (1)	7.3	8.8
NEWS/TALK	174 (3)		174 (3)	9.3	7.1
NOSTALGIA	55 (1)		55 (1)	2.9	3.9
RELIGION/GOSPEL	5 (1)	29 (1)	34 (2)	1.8	3.4
SPANISH					
CLASSICAL	20 (1)		20 (1)	1.1	4.1
JAZZ/NEW AGE					
UNKNOWN/OTHERS	7 (1)	16 (2)	23 (3)	1.2	1.9
	506 (12)	1366 (14)	1872 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBZY	1490	Salem	0.3/1.2/ 7/ 176
KFXX	1520	Oregon City	0.4/1.7/ 9/ 259
KKEY	1150	Portland	0.5/1.3/ 11/ 192
KPDQ	800	Portland	0.2/1.9/ 6/ 277
KHPE-F	107.9	Albany	0.4/1.3/ 18/ 274
KRKT-F	99.9	Albany/Corvalis	0.4/0.9/ 33/ 417

RADIO STATIONS

AM STATIONS

KEX	1190	50 KW (DA-1)	MOR	ABC I	$ 85.00	(Katz)	Great American
KGW	620	5 KW (DA-N)	TALK	ABC D	$ 70.00	(MMR)	King
KKEY	1150	5 KW (DAYS, DA)	TALK	MBS	$	(---)	
KKSN	910	5 KW (DA-2)	NOSTALGIA	US 2	$ 30.00	(Eastman)	Heritage
KPDQ	800	1 KW (DAYS,DA)	RELIGION		$ 25.00	(---)	
KFXX	1520	50 KW/10KW (DA-1)	CHR/AOR	CNN, TRNSTR	$ 30.00	(HNWH)	Ackerly
KUPL	1330	5 KW (DA-1)	BASICALLY SIMULCASTED WITH KUPL-F				
KWJJ	1080	50 KW/10KW (DA-N)	COUNTRY	ABC E	$ 34.00	(Republic)	Park
KXL	750	50 KW/20KW (DA-1)	NEWS/TALK	NBC	$ 73.00	(Mc-Guild)	Alexander
KYTE	970	5 KW (DA-N)	CLASSICAL		$ 35.00	(Christal)	Henry
KZRC	1010	5 KW/500W (DA-N)	AOR	SMN	$ 26.00	(Banner)	

FM STATIONS

KGON	92.3	100 KW @ 920	AOR		$ 92.00	(HNWH)	Ackerly
KINK	101.9	100 KW @ 1611	AOR		$ 120.00	(MMR)	Kink
KKCW	103.3	100 KW @ 1654	AC		$ 99.00	(Durpetti)	Trumper
KUFO	101.1	100 KW @ 1635	AOR		$ 50.00	(Christal)	Henry
KKRZ	100.3	100 KW @ 1435	CHR	ABC F	$ 95.00	(Katz)	Great American
KKSN	97.1	100 KW @ 1266	OLDIES	US 2	$ 63.00	(Eastman)	Heritage
KMJK	106.7	94 KW @ 877	CLASSIC AOR	NBC, SOURCE	$ 56.00	(Christal)	Fairmont
KPDQ	93.7	100 KW @ 930	RELIGION		$ 24.00	(---)	
KUPL	98.5	100 KW @ 1100	COUNTRY	APR	$ 70.00	(Banner)	Scripps-Howard
KWJJ	99.5	100 KW @ 920	COUNTRY	ABC E	$ 47.00	(Republic)	Park
KXL	95.5	100 KW @ 990	BTFL/EZ		$ 60.00	(Mc-Guild)	Alexander
KXYQ	105.1	100 KW @ 1099	CHR	ABC C	$ 61.00	(Banner)	First Cities (SALEM)

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
KSGO changes to KFXX (Sep) KKCY-F changes to KUFO-F (Jan)	KUFO-F changes from JAZZ/NAC to AOR...	

PORTSMOUTH-DOVER-ROCHESTER,NH

Arbitron Rank/Pop (12+): 112/325,600

MSA Rank/Pop: 141/340,000
Boston ADI
Average Person Ratings: 18.3
Market TSL: 23.75 hours

Stations: 33/10
Diaries: 943/345:1/58.8%
Sample Target: 710
% Below Line: 48.2
% Not Listed: 13.4

1989 Revenue: $9,400,000
HH Inc.: $33,922
Retail $: 3.5 Bil
Pop per Station: 32,560
#1 Biller: WOKQ-F $3,200,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHEB-AF (AOR)	68/11.4	6.5	9.2	8.6	5.2	----	70/781	695/21.3	18.1	17.3	82	14.7	82	1011	WHEB-A
2. WOKQ-F (C)	55/ 9.2	9.1	11.3	12.7	12.9	----	71/833	667/20.5	21.1	18.7	86	8.7	51	664	WOKQ-F
3. WERZ-F (CHR)	41/ 6.9	5.3	3.6	6.2	4.8	----	42/496	470/14.4	15.6	11.3	97	8.5	50	809	WERZ-F
4. WBZ (MOR)	35/ 5.9	4.1	4.0	4.3	6.9	----	37/518	448/13.8	11.4	9.6	88	2.4	14	330	WBZ
5. WSSH-F (AC)	33/ 5.5	7.9	5.8	5.3	7.9	----	37/490	409/12.6	17.6	17.0	105	2.2	13	293	WSSH-F
6. WRKO (T)	20/ 3.4	4.6	4.0	4.5	4.2	----	22/375	318/ 9.8	10.2	10.1	88	4.1	24	384	WRKO
WGIR-F (AC)	20/ 3.4	[illegible]	2.8	2.9	3.0	----	23/489	353/10.8	11.1	9.7	115	2.7	16	451	WGIR-F
WBCN-F (AOR)	20/ 3.4	2.4	3.2	4.5	4.8	----	21/335	311/ 9.6	10.7	9.2	141	4.6	27	390	WBCN-F
9. WTSN (MOR)	19/ 3.2	3.3	2.6	2.7	4.8	----	19/284	284/ 8.7	9.6	6.0	75	2.7	16	293	WTSN
WCQL-F (O)	19/ 3.2	1.2	3.6	0.4	0.8	----	25/243	193/ 5.9	3.4	6.8	150	0.9	5	70	WCQL-F
11. WHOM-F (EZ)	18/ 3.0	3.8	4.0	2.9	4.0	----	43/514	242/ 7.4	8.2	7.8	60	3.1	18	168	WHOM-F
12. WZID-F (EZ)	17/ 2.9	2.7	3.8	3.1	2.4	----	19/305	249/ 7.6	8.7	6.1	103	2.2	13	235	WZID-F
WCGY-F (AOR)	17/ 2.9	3.4	2.6	2.5	1.2	----	17/228	228/ 7.0	11.1	8.3	93	4.6	27	385	WCGY-F

12+ FM SHARE (METRO): 80.04% (413 of 516) (FAL 88: 81.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTHT-F<	1 WHEB-AF>>	1 WHEB-AF>	1 WHEB-AF>	1 WHEB-AF	1 WOKQ-F>	1 WHEB-AF	1 WHEB-AF	1 WHEB-AF	1 WHEB-AF	1 WBZ >>
2 WHEB-AF	2 WERZ-F>	2 WERZ-F>	2 WERZ-F	2 WOKQ-F	2 WBZ	2 WOKQ-F	2 WOKQ-F	2 WOKQ-F	2 WBZ >	2 WTSN
3 WHOB-F>	3 WCGY-F	3 WOKQ-F	3 WOKQ-F	3 WERZ-F	3 WSSH-F>	3 WBZ	3 WERZ-F>	3 WERZ-F>	3 WGIR-F>	3 WOKQ-F
4 WERZ-F	4 WGIR-F	4 WSSH-F	4 WSSH-F	4 WSSH-F	4 WRKO	4 WERZ-F	4 WSSH-F>	4 WSSH-F	4 WERZ-F	4 WHEB-F>>
5	5 WBCN-F	WBCN-F	5 WBCN-F	5 WBZ	5 WHOM-F	5 WSSH-F<	5 WBCN-F	5 WRKO	5 WSSH-F	5 WRKO
6	6	6	WCQL-F	6 WBCN-F	6	6 WTSN	6	WBZ	6	6 WERZ-F
				WCQL-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHEB-AF	1 WHEB-AF	1 WHEB-AF>	1 WERZ-F	1 WERZ-F
2 WERZ-F>>	2 WERZ-F>>	2 WERZ-F>	2 WHEB-AF>	2 WSSH-F
3 WCGY-F>	3 WCGY-F>	3 WSSH-F	3 WSSH-F	3 WOKQ-F
4 WHOB-F	4 WHOB-F	4 WLYT-F	4 WOKQ-F	4 WHEB-AF
5	WCQL-F	WCGY-F	5 WZID-F	5 WZID-F
6	6	WBCN-F	6	WBZ
		WOKQ-F		
		WCQL-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHEB-AF>>	1 WHEB-AF>>	1 WHEB-AF>>	1 WHEB-AF>>	1 WHEB-AF>
2 WCGY-F	2 WGIR-F	2 WGIR-F>	2 WBCN-F	2 WOKQ-F
WERZ-F	3 WCGY-F	3 WBCN-F	3 WGIR-F	3 WGIR-F
4 WXKS-F	WBCN-F	WOKQ-F	4 WOKQ-F	WBCN-F
WGIR-F	WERZ-F	5 WCGY-F	5 WERZ-F	5 WCQL-F
WBCN-F	6	WERZ-F	6 WCQL-F	6 WBZ

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		87 (5)	87 (5)	16.9	14.3
AOR/CLASSIC	2 (1)	141 (8)	143 (9)	27.7	20.1
AC/OLDIES/SOFT ROCK		92 (7)	92 (7)	17.8	27.7
MOR/VARIETY	61 (3)		61 (3)	11.8	8.4
COUNTRY		55 (1)	55 (1)	10.7	13.6
BLACK/URBAN					
BEAUTIFUL/EASY		38 (3)	38 (3)	7.4	8.9
NEWS/TALK	37 (4)		37 (4)	7.2	6.9
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6	
	103 (9)	413 (24)	516 (33)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCDQ-F	92.1	Sanford	1.3/4.2/ 11/ 224
WKOS	930	Rochester/Prtsm	1.2/4.5/ 11/ 202
WKOS-F	96.7	Rochester/Ports	1.5/6.8/ 11/ 270
WMYF	1540	Exeter	0.5/1.3/ 3/ 48
WBLM-F	102.9	Portland	0.5/1.5/ 20/ 351
WBOS-F	92.9	Brookline/Bostn	0.5/1.3/ 3/ 43
WEEI	590	Boston	0.5/5.2/ 4/ 199
WGIR	610	Manchester	0.7/2.0/ 4/ 87
WHDH	850	Boston	1.7/4.9/ 11/ 188
WHOB-F	106.3	Nashua	2.3/7.0/ 14/ 227
WJIB-F	96.9	Boston	0.5/2.3/ 3/ 75
WLYT-F	92.5	Haverhill/Bstn	1.2/5.9/ 7/ 192
WMGX-F	93.1	Portland	0.5/2.3/ 21/ 241
WODS-F	103.3	Boston	2.2/8.0/ 13/ 276
WROR-F	98.5	Boston	1.3/4.5/ 8/ 146
WTHT-F	107.5	Lewiston	2.0/6.6/ 41/ 656
WXKS-F	107.9	Medford/Boston	1.5/6.5/ 9/ 227
WZLX-F	100.7	Boston	0.7/4.3/ 4/ 144
WZOU-F	94.5	Boston	1.8/7.3/ 14/ 310

RADIO STATIONS

WKOS, 930, 5 KW (DA-2), COUNTRY CBS, $ 16.00 (Christal)
WTSN, 1270, 5 KW (DA-2), MOR ABC I, $ 21.00 (Torbet)

WCDQ-F, 92.1, 1 KW @ 526, CLASSIC ROCK, $ 15.00 (Roslin) (SANFORD, ME)
WERZ-F, 107.1, 2.5 KW @ 356, CHR, $ 40.00 (Mc-Guild) Precision
WHEB-F, 100.3, 32 KW @ 140, AOR, $ 58.00 (Banner) Knight
WKOS-F, 96.7, 3 KW @ 280, AC, $ 22.00 (Christal)
WOKQ-F, 97.5, 50 KW @ 500, COUNTRY, $ 75.00 (Mc-Guild) Fuller-Jeffrey
WLYT-F, 92.5, 25 KW @ 710, SOFT AC, $ 38.00 (Eastman) (HAVERHILL, MA)

OTHER RANKED STATIONS -- See Manchester, Boston, or Portland

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,268,500

MSA Rank/Pop: 58/912,000
ADI # 44
Average Person Ratings: 19.4
Market TSL: 25.30 hours

Stations: 42/24
Diaries: 1458/870:1/49.0%
Sample Target: 1390
% Below Line: 14.8
% Not Listed: 9.0

1989 Revenue: $26,200,000
HH Inc.: $28,456
Retail $: 6.9 Bil
Pop per Station: 52,854
#1 Biller: WPRO-F $5,400,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F	(CHR)	242/ 9.9	13.0	12.8	11.3	12.8	11.8	253/4050	3618/28.5	31.2	31.0	89	12.7	319	4052	WPRO-F
2. WLKW-F	(EZ)	194/ 7.9	10.6	9.5	9.5	8.9	9.4	201/2261	2033/16.0	16.8	17.4	51	7.4	185	2175	WLKW-F
3. WWLI-F	(AC)	179/ 7.3	6.8	6.4	7.1	6.1	6.9	196/2218	1909/15.0	13.9	13.7	162	4.9	124	1110	WWLI-F
4. WHJY-F	(AOR)	177/ 7.2	9.2	9.8	8.1	8.4	8.6	208/3123	2546/20.1	19.3	19.8	107	10.6	265	3028	WHJY-F
5. WPRO	(T)	166/ 6.8	5.0	5.0	6.3	3.6	5.8	167/2035	1996/15.7	15.6	12.5	71	4.3	107	1587	WPRO
6. WSNE-F	(AC)	151/ 6.2	5.1	4.3	6.1	6.1	5.4	159/1982	1821/14.4	13.0	14.8	155	3.8	96	1221	WSNE-F
7. WHJJ	(N/T)	148/ 6.0	4.0	5.3	7.6	5.3	5.7	149/1671	1629/12.8	12.0	13.9	48	4.2	105	1178	WHJJ
8. WWKX-F	(B)	80/ 3.3	3.0	4.4	2.2	1.8	3.2	80/1043	1019/ 8.0	8.8	4.6	45	7.0	175	1701	WWKX-F
9. WWRX-F	(AOR)	77/ 3.1	3.4	1.9	2.3	2.3	2.7	126/2076	1194/ 9.4	6.5	7.0	161	4.5	112	1263	WWRX-F
10. WHIM	(C)	76/ 3.1	2.2	2.2	2.2	2.6	2.4	78/757	727/ 5.7	4.5	4.1	97	2.4	61	513	WHIM
11. WCTK-F	(C)	75/ 3.1	2.3	2.1	2.4	3.0	2.5	105/1404	952/ 7.5	6.8	6.9	152	2.5	64	883	WCTK-F
12. WBRU-F	(AOR)	74/ 3.0	2.7	2.9	2.9	2.8	2.9	80/1445	1334/10.5	9.1	10.8	90	4.3	109	1259	WBRU-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 71.90% (1607 of 2235) (FAL 88: 73.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WPRO-F<	1 WWLI-F	1 WWLI-F	1 WLKW-F	1 WPRO	1 WWLI-F	1 WPRO-F	1 WPRO-F>	1 WPRO
2 WWKX-F	2 WPRO-F>	2 WHJY-F	2 WSNE-F<	2 WSNE-F	2 WPRO	2 WPRO-F	2 WLKW-F	2 WHJY-F	2 WHJY-F	2 WHJJ >>
3	3 WSNE-F	3 WWLI-F<	3 WPRO-F	3 WPRO-F	3 WHJJ	3 WWLI-F<	3 WPRO <	3 WHJJ <	3 WWKX-F	3 WHJY-F<
4	4 WWLI-F	4 WSNE-F>	4 WHJY-F>	4 WHJY-F>	4 WWLI-F>	4 WHJJ	4 WSNE-F<	4 WWLI-F	4 WLKW-F	4 WSNE-F<
5	5 WBRU-F	5 WWRX-F	5 WWRX-F	5 WWRX-F<	5 WHIM <	5 WLKW-F	5 WPRO-F	5 WLKW-F<	5 WWLI-F	5 WCTK-F
6	6 WWKX-F<	6 WBRU-F	6	6 WPRO	6 WSNE-F	WHJY-F<	6 WHJY-F	6 WSNE-F	6 WHJJ-F	6 WWLI-F
7	7 WWRX-F	7	7	7 WCTK-F	WPRO-F	7 WSNE-F	7	7	7	WPRO-F
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPRO-F>	1 WPRO-F	1 WWLI-F<	1 WPRO-F<	1 WWLI-F
2 WSNE-F<	2 WSNE-F>	2 WSNE-F>	2 WSNE-F	2 WSNE-F
3 WWKX-F	3 WWLI-F	3 WPRO-F	3 WWLI-F>	3 WPRO-F>
4 WHJY-F	4 WHJY-F	4 WHJY-F	4 WHJY-F	4 WLKW-F
WBRU-F>>	5 WBRU-F<	5 WFHN-F>	5 WBRU-F	5 WPRO <
6 WXKS-F	6 WWKX-F	6 WBRU-F	6	6 WCTK-F
WJIB-F	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F
2 WPRO-F>	2 WPRO-F	2 WWRX-F	2 WPRO-F	2 WWLI-F
3 WWKX-F	3 WWRX-F	3 WPRO-F	3 WWLI-F	3 WPRO-F<
WBRU-F>	4 WWLI-F	4 WWLI-F	4 WWRX-F>	4 WWRX-F
5 WWRX-F>	5 WBRU-F	5 WSNE-F>	5 WSNE-F	5 WSNE-F
6	6	6	6	6 WPRO
7	7	7	7	WCTK-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		323 (4)	323 (4)	14.5	16.7
AOR/CLASSIC		395 (7)	395 (7)	17.7	20.9
AC/OLDIES/SOFT ROCK	16 (2)	425 (6)	441 (8)	19.7	22.3
MOR/VARIETY	45 (1)		45 (1)	2.0	7.9
COUNTRY	76 (1)	75 (1)	151 (2)	6.8	3.9
BLACK/URBAN		80 (1)	80 (1)	3.6	
BEAUTIFUL/EASY		213 (2)	213 (2)	9.5	10.6
NEWS/TALK	424 (8)		424 (8)	19.0	11.3
NOSTALGIA		48 (1)	48 (1)	2.1	4.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL	25 (1)	16 (1)	41 (2)	1.8	0.6
JAZZ/NEW AGE		14 (1)	14 (1)	0.6	
UNKNOWN/OTHERS	42 (3)	18 (2)	60 (5)	2.7	1.1
	628 (16)	1607 (26)	2235 (42)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADK	1540	Newport	0.4/0.6/ 11/ 70
WALE	1400	Fall River	0.4/1.6/ 11/ 214
WBSM	1420	New Bedford	1.5/2.2/ 39/ 314
WFHN-F	107.1	Fairhaven/NBdfd	2.0/4.3/ 60/ 718
WHTB	1400	Fall River	0.6/1.4/ 14/ 188
WICE	550	Pawtucket/Prov	0.3/2.1/ 7/ 271
WNBH	1340	New Bedford	0.4/1.1/ 9/ 160
WNRI	1380	Woonsocket	1.1/1.7/ 27/ 220
WOTB-F	100.3	Middletown/Prov	0.6/2.8/ 14/ 351
WPEP	1570	Taunton	0.9/1.2/ 23/ 177
WWAZ	790	Providence	1.0/3.1/ 26/ 404
WWON	1240	Woonsocket	0.3/1.1/ 7/ 141
WAAF-F	107.3	Worcester/Bstn	0.7/2.8/ 29/ 729
WBCN-F	104.1	Boston	0.9/3.9/ 73/1090
WBOS-F	92.9	Brookline/Bosto	0.3/1.8/ 13/ 389
WBZ	1030	Boston	1.8/4.8/ 86/1089
WCAV-F	97.7	Brockton	0.4/1.4/ 26/ 339
WCIB-F	101.9	Falmouth/hyanni	0.3/0.7/ 29/ 426
WCRB-F	102.5	Waltham/Boston	0.7/2.0/ 31/ 454
WEEI	590	Boston	0.5/2.2/ 27/ 758
WJIB-F	96.9	Boston	0.8/1.8/ 48/ 631
WMJX-F	106.7	Boston	0.4/1.5/ 41/ 744
WODS-F	103.3	Boston	2.2/8.5/ 98/1746
WPLM-F	99.1	Plymouth/Boston	2.0/3.4/114/1057
WRKO	680	Boston	0.4/1.2/ 54/ 802
WROR-F	98.5	Boston	1.0/3.5/ 42/ 796
WVBF-F	105.7	Framington	0.3/1.6/ 40/ 624
WXKS-F	107.9	Medford/Boston	0.8/3.3/ 54/ 994
WZLX-F	100.7	Boston	0.9/3.5/ 41/ 918
WZOU-F	94.5	Boston	0.5/4.4/ 68/1421

RADIO STATIONS

AM STATIONS

WHIM, 1110, 5 KW (DAYS) , COUNTRY	CBS, $ 24.00 (Durpetti)	
WHJJ, 920, 5 KW (DA-N) , NEWS/TALK	NBC, $ 51.00 (Katz)	Merv Griffin
WPRO, 630, 5 KW (DA-N) , TALK	ABC I, $ 75.00 (Banner)	Cap Cities/ABC

FM STATIONS

WBRU-F, 95.5, 20 KW @ 440, AOR	APR, $ 42.00 (MMR)	
WHJY-F, 94.1, 50 KW @ 415, AOR	, $ 95.00 (Katz)	Merv Griffin
WWBB-F, 101.5, 50 KW @ 500, OLDIES	, $ 74.00 (Christal)	Wilkes-Schwartz
WCTK-F, 98.1, 47 KW @ 470, COUNTRY	, $ 26.00 (Torbet)	Hall (NEW BEDFORD)
WPRO-F, 92.3, 39 KW @ 550, CHR	ABC C, $107.00 (Banner)	Cap Cities/ABC
WSNE-F, 93.3, 30 KW @ 590, AC	, $ 65.00 (Eastman)	Beck-Ross
WWKX-F, 106.3, 3 KW @ 196, BLACK	, $ 35.00 (Republic)	
WWLI-F, 105.1, 50 KW @ 500, SOFT AC	, $ 72.00 (Mc-Guild)	
WWRX-F, 103.7, 50 KW @ 500, CLASSIC AOR	ABC R, $ 37.00 (Durpetti)	

WODS - See Boston; WBSM - See New Bedford

CALL LETTER CHANGES

WMYS-F changes to WCTK-F (Aug)
WLKW-F changes to WWBB-F (Dec)

FORMAT CHANGES

WCTK-F changes from AC to COUNTRY (Aug)...WWBB-F changes from EZ to OLDIES (Jan)

STATION SALES

WICE (Pawtucket) sold for $688,000 (E)...WWON (Woonsocket) sold for $600,000...

RALEIGH

Arbitron Rank/Pop (12+): 60/592,600

MSA Rank/Pop: 70/700,000
ADI # 33

Average Person Ratings: 15.7
Market TSL: 20.50 hours

Stations: 24/21
Diaries: 1079/549:1/55.3%
Sample Target: 950
% Below Line: 1.7
% Not Listed: 17.6

1989 Revenue: $25,400,000
HH Inc.: $29,797
Retail $: 5.2 Bil
Pop per Station: 28,219
#1 Biller: WRDU-F $4,600,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRDU-F	(AOR)	76/ 8.2	8.7	10.1	7.4	10.5	8.6	170/2403	1174/19.8	20.1	21.3	102	11.3	117	1636	WRDU-F
2. WQOK-F	(B)	71/ 7.6	7.5	7.2	7.2	8.2	7.4	147/1526	880/14.8	14.3	14.0	101	7.4	77	1066	WQOK-F
3. WRAL-F	(AC)	67/ 7.2	6.0	8.1	7.3	6.8	7.2	164/2885	1062/17.9	18.9	18.8	128	7.4	77	943	WRAL-F
WDCG-F	(CHR)	67/ 7.2	7.1	8.1	9.0	8.5	7.8	134/2653	1262/21.3	21.2	23.1	79	9.6	100	1570	WDCG-F
5. WPTF	(N/T)	66/ 7.1	8.9	7.8	8.1	7.9	8.0	107/1688	1010/17.0	16.4	14.9	68	6.0	62	998	WPTF
6. WQDR-F	(C)	64/ 6.9	6.2	6.4	9.3	8.8	7.2	144/2018	755/12.7	12.6	15.2	109	5.8	60	824	WQDR-F
7. WFXC-F	(B)	61/ 6.6	5.6	5.8	9.2	5.5	6.8	62/863	818/13.8	15.0	14.7	73	11.3	117	1160	WFXC-F
8. WTRG-F	(O)	52/ 5.6	5.6	5.5	2.6	2.3	4.8	164/2611	808/13.6	15.5	10.7	137	4.5	47	666	WTRG-F
9. WYLT-F	(AC)	47/ 5.1	2.4	3.6	4.7	4.6	3.9	75/1371	806/13.6	10.9	12.4	104	3.2	33	453	WYLT-F
10. WZZU-F	(CHR)	40/ 4.3	6.5	3.0	2.7	2.8	4.1	112/1663	716/12.1	11.5	13.9	60	5.4	56	834	WZZU-F
11. WNND-F	(AC)	32/ 3.4	2.2	1.8	1.4	1.4	2.2	36/472	403/ 6.8	4.6	3.5	168	3.5	36	503	WNND-F
12. WDNC	(BB)	28/ 3.0	1.4	1.8	2.9	2.2	2.3	31/571	487/ 8.2	6.1	6.2	67	1.3	13	249	WDNC
13. WLLE	(B)	24/ 2.6	4.3	1.7	2.5	1.2	2.8	30/399	324/ 5.5	4.6	4.5	77	1.3	14	239	WLLE
14. WDUR	(B)	15/ 1.6	3.0	3.4	1.8	2.7	2.5	15/274	263/ 4.4	5.4	4.7	106	1.8	19	265	WDUR
15.																

12+ FM SHARE (METRO): 78.07% (598 of 766) (FAL 88: 75.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F>>	1 WRDU-F>	1 WRDU-F	1 WRDU-F	1 WRAL-F	1 WPTF >	1 WRAL-F	1 WRDU-F	1 WRDU-F	1 WDCG-F	1 WRAL-F
2 WFXC-F	2 WQOK-F>	2 WRAL-F<	WRAL-F	2 WRDU-F	2 WRAL-F	2 WPTF	2 WQDR-F	2 WDCG-F<	2 WQOK-F<	2 WPTF >
3 WZZU-F	3 WDCG-F	3 WQOK-F	3 WTRG-F	3 WTRG-F	WQDR-F>	3 WRDU-F	3 WRAL-F<	3 WQOK-F	3 WFXC-F>	3 WFXC-F
4 WQOK-F	4 WFXC-F	4 WTRG-F	WQOK-F	WQOK-F<	4 WTRG-F	4 WDCG-F<	4 WYLT-F<	4 WQDR-F<	4 WRDU-F	4 WQOK-F>
5	5 WZZU-F	WQDR-F	5 WQDR-F	5 WQDR-F	5 WYLT-F<	5 WQDR-F<	5 WPTF	5 WRAL-F	5 WZZU-F	5 WDCG-F
6	6 WRAL-F	6 WFXC-F	6 WNND-F<	6 WNND-F	6 WDNC	6 WQOK-F	6 WTRG-F<	6 WYLT-F<	6 WPTF	6 WNND-F
7	7	WDCG-F	7 WDCG-F	WDCG-F	7 WNND-F	7 WFXC-F	7 WQOK-F<	7 WTRG-F	7	WDNC
8	8	8 WYLT-F	8 WYLT-F	8 WYLT-F	8	8	8 WDCG-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRDU-F	1 WRDU-F	1 WQOK-F	1 WRAL-F	1 WRAL-F	1 WRDU-F>	1 WRDU-F>	1 WRDU-F>	1 WRDU-F>	1 WRDU-F
2 WFXC-F	2 WDCG-F<	2 WDCG-F	2 WQDR-F	2 WQDR-F	2 WZZU-F	2 WQOK-F	2 WQOK-F>	2 WTRG-F	2 WTRG-F
WDCG-F>	3 WQOK-F	3 WRDU-F	3 WRDU-F	3 WQOK-F	3 WQOK-F>	3 WZZU-F>	3 WZZU-F	3 WQOK-F	3 WNND-F
4 WQDR-F	4 WFXC-F	4 WRAL-F	WDCG-F	4 WDCG-F	4 WYLT-F	4 WFXC-F	4 WNND-F	4 WNND-F	4 WQOK-F
5 WZZU-F	5 WRAL-F	5 WFXC-F	5 WQOK-F	5 WRDU-F	WFXC-F>	5 WTRG-F	5 WTRG-F	5 WZZU-F<	5 WRAL-F
6 WRAL-F	6 WQDR-F	6 WTRG-F	6 WFXC-F	6 WYLT-F	6 WRAL-F>	6 WYLT-F	WDCG-F	6 WYLT-F	6 WQDR-F
WQOK-F	7	WQDR-F	7 WYLT-F	7 WTRG-F	7 WTRG-F	WDCG-F	7 WFXC-F	WFXC-F	WPTF
8 WYLT-F	8	8	8 WTRG-F	8	WQDR-F	8 WNND-F	8 WPTF	8 WRAL-F	8

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		107 (2)	107 (2)	14.0	13.7
AOR/CLASSIC		81 (2)	81 (2)	10.6	13.5
AC/OLDIES/SOFT ROCK	7 (1)	198 (4)	205 (5)	26.8	18.7
MOR/VARIETY					
COUNTRY	3 (1)	77 (3)	80 (4)	10.4	13.0
BLACK/URBAN	39 (2)	135 (3)	174 (5)	22.7	22.2
BEAUTIFUL/EASY					1.7
NEWS/TALK	66 (1)		66 (1)	8.6	9.6
NOSTALGIA	28 (1)		28 (1)	3.7	2.7
RELIGION/GOSPEL	13 (2)		13 (2)	1.7	2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (2)		12 (2)	1.6	2.9
	168 (10)	598 (14)	766 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCHL	1360	Chapel Hill	0.6/2.7/ 6/ 158
WCLY	1550	Raleigh	0.6/2.0/ 8/ 132
WKIX	850	Raleigh	0.8/4.2/ 9/ 297
WKTC-F	96.9	Tarboro/Rcky Mt	0.5/2.5/ 59/ 884
WPJL	1240	Raleigh	0.8/2.0/ 7/ 157
WSRC	1410	Durham	0.6/1.3/ 6/ 78
WTIK	1310	Durham	0.3/1.2/ 3/ 72
WJHM-F	102.1	Reidsvl/Grensb	0.3/1.2/ 13/ 338
WKRR-F	92.3	Asheboro/Greens	0.5/2.9/ 51/ 652
WPCM-F	101.1	Burlington	0.9/3.9/ 64/1007

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS, $ 25.00 (Republic)	
WDUR, 1490, 1 KW	, GOSPEL	NBN, $ 17.00 (Eastman)	Pinnacle
WKIX, 850, 10 KW/5 KW (DA-N)	, OLDIES	MBS, $ 20.00 (Christal)	Universal
WLLE, 570, 500 W/55 W	, BLACK	SBN, $ 18.00 (---)	
WPTF, 680, 50 KW (DA-N)	, MOR/TALK	ABC I, CNN, $ 73.00 (Mc-Guild)	Durham Life
WSRC, 1410, 5 KW (DA-2)	, BLACK	SBN, $ 15.00 (Savalli)	Willis
WDCG-F, 95.1, 99 KW @ 1016,	CHR	ABC F, $ 65.00 (Republic)	
WFXC-F, 107.1, 3 KW @ 300,	BLACK	, $ 41.00 (Eastman)	Pinnacle
WNND-F, 103.9, 3 KW @ 300,	JAZZ/NAC	, $ 23.00 (---)	(FUQUAY)
WQDR-F, 94.7, 99 KW @ 1025,	COUNTRY	ABC E, $ 62.00 (Mc-Guild)	Durham Life
WQOK-F, 97.5, 100 KW @ 1020,	BLACK	ABC C, $ 40.00 (HNWH)	Ragan Henry (S.BOSTON, VA)
WRAL-F, 101.5, 97 KW @ 1900,	AC	, $ 103.00 (Katz)	Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1350,	AOR	SOURCE, $ 88.00 (MMR)	Voyager
WTRG-F, 100.7, 100 KW @ 1950,	OLDIES	, $ 56.00 (Banner)	Capitol-Johnson (ROCKY MOUNT)
WYLT-F, 96.1, 98 KW @ 930,	SOFT AC	, $ 50.00 (Christal)	Universal
WZZU-F, 93.9, 100 KW @ 1280,	CHR	, $ 47.00 (Torbet)	Village (BURLINGTON)

RENO

Arbitron Rank/Pop (12+): 136/247,400

MSA Rank/Pop: 180/246,000
ADI # 118
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 17/17
Diaries: 656/377:1/52.5%
Sample Target: 620
% Below Line: 0.0
% Not Listed: 9.9

1989 Revenue: $ NA
HH Inc.: $29,780
Retail $: 2.4 Bil
Pop per Station: 14,552
#1 Biller: NA

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KWNZ-F	(CHR)	45/10.8	11.7	10.3	10.7	9.3	----	65/916	607/24.5	29.4	21.8	85	14.7	54	571	KWNZ-F
2. KODS-F	(O)	41/ 9.9	7.6	11.3	5.3	7.0	----	47/772	545/22.0	20.6	21.6	148	10.1	37	450	KODS-F
3. KRNO-AF	(AC)	40/ 9.6	8.7	7.7	9.6	8.9	----	53/641	484/19.6	18.1	14.7	121	4.0	22	331	KRNO-AF
4. KNEV-F	(EZ)	36/ 8.7	9.0	9.0	10.7	8.3	----	46/409	283/11.4	15.8	13.7	46	6.5	24	250	KNEV-F
5. KOZZ-F	(AOR)	35/ 8.4	6.4	7.7	11.2	6.3	----	65/761	522/21.1	16.6	19.5	138	10.6	39	489	KOZZ-F
6. KIIQ-F	(C)	29/ 7.0	3.2	5.1	8.5	5.0	----	40/487	311/12.6	11.0	10.7	109	4.4	16	211	KIIQ-F
7. KBUL-F	(C)	26/ 6.3	4.6	5.6	5.3	4.6	----	40/567	348/14.1	11.3	11.4	108	6.3	23	354	KBUL-F
8. KOH	(N/T)	22/ 5.3	4.4	6.9	7.5	8.6	----	26/414	377/15.2	9.8	15.3	68	4.1	15	308	KOH
9. KSXY-F	(CHR)	21/ 5.1	7.8	3.3	3.7	4.6	----	21/380	365/14.8	16.2	9.1	39	6.5	24	313	KSXY-F
10. KRZQ-F	(AOR)	20/ 4.8	7.1	6.2	5.9	8.9	----	34/469	293/11.8	17.9	14.2	125	10.9	40	322	KRZQ-F
KROW	(C)	20/ 4.8	3.9	5.9	3.2	3.6	----	26/464	248/10.0	8.6	12.1	92	3.0	11	151	KROW
12. KONE	(BB)	10/ 2.4	3.4	1.3	1.3	2.0	----	10/222	211/ 8.5	6.4	7.4	33	1.9	7	109	KONE
13. KPLY	(MOR)	9/ 2.2	0.7	1.3	2.1	3.3	----	9/159	129/ 5.2	4.1	4.0	145	0.8	3	109	KPLY
14. KROI-F	(J/NA)	7/ 1.7	2.8	3.3	2.4	3.0	----	7/146	146/ 5.9	7.6	9.1	141	3.5	13	199	KROI-F
KQLO	(N/T)	7/ 1.7	2.8	1.5	0.8	4.0	----	8/170	133/ 5.4	6.1	3.7	71	1.4	5	82	KQLO
16. KLKT-F	(AC)	6/ 1.4	2.3	2.6	0.8	----	----	9/158	110/ 4.4	5.1	4.6	143	0.8	3	113	KLKT-F

12+ FM SHARE (METRO): 81.02% (303 of 374) (FAL 88: 79.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KOZZ-F	1 KODS-F	1 KODS-F>	1 KODS-F	1 KNEV-F	1 KWNZ-F<	1 KRNO-AF<	1 KODS-F<	1 KWNZ-F	1 KRNO-F
2 KSXY-F	2 KWNZ-F>	2 KWNZ-F<	2 KRNO-AF	2 KRNO-AF	2 KODS-F	2 KODS-F<	2 KODS-F<	2 KRNO-AF	2 KRNO-AF	KOZZ-F>
3	3 KRZQ-F	3 KRNO-AF	KOZZ-F	KOZZ-F	3 KRNO-AF	3 KRNO-AF<	3 KOZZ-F	KWNZ-F	3 KOZZ-F	3 KOH
4	4 KRNO-AF	4 KOZZ-F>	4 KWNZ-F>	4 KWNZ-F	4 KOH	4 KOZZ-F	4 KWNZ-F<	4 KOZZ-F	4 KSXY-F	4 KRZQ-F
5	5 KSXY-F	5 KIIQ-F	5 KIIQ-F	5 KIIQ-F	5 KROW	5 KOH	5 KNEV-F	5 KNEV-F	5 KNEV-F	KROW
6	6	6	6	6 KBUL-F	KIIQ-F	6	6	6	6	KBUL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRNO-AF	1 KRNO-AF	1 KODS-F	1 KRNO-AF	1 KODS-F<	1 KWNZ-F	1 KOZZ-F>	1 KOZZ-F>	1 KOZZ-F	1 KOZZ-F
KWNZ-F	KWNZ-F	2 KOZZ-F	2 KODS-F	2 KRNO-AF>	2 KSXY-F>	2 KWNZ-F	2 KRZQ-F	2 KODS-F	2 KODS-F>
KSXY-F>>	3 KODS-F	3 KRNO-AF	3 KWNZ-F>	3 KWNZ-F>	3 KOZZ-F>	3 KRZQ-F>	3 KWNZ-F>	3 KWNZ-F	3 KRNO-AF
4 KIIQ-F>	4 KSXY-F	KWNZ-F	4 KSXY-F	4 KOZZ-F	4 KRZQ-F	4 KIIQ-F>	4 KIIQ-F>	4 KRZQ-F	KWNZ-F
5 KOZZ-F>>	KOZZ-F	5 KRZQ-F	KOZZ-F	KIIQ-F	KIIQ-F>	5 KSXY-F	5 KRNO-AF	5 KIIQ-F	KRZQ-F
6	6	KBUL-F>	KIIQ-F	6	6 KRNO-AF	6	KODS-F	6	KIIQ-F
	7	7	7	7	KBUL-F	7	KBUL-F>	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		66 (2)	66 (2)	17.6	15.1
AOR/CLASSIC		55 (2)	55 (2)	14.7	15.3
AC/OLDIES/SOFT ROCK	3 (1)	84 (3)	87 (4)	23.3	26.1
MOR/VARIETY	9 (1)		9 (1)	2.4	
COUNTRY	27 (2)	55 (2)	82 (4)	21.9	20.2
BLACK/URBAN					
BEAUTIFUL/EASY		36 (1)	36 (1)	9.6	9.9
NEWS/TALK	22 (1)		22 (1)	5.9	7.7
NOSTALGIA	10 (1)		10 (1)	2.7	1.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		7 (1)	7 (1)	1.9	2.8
UNKNOWN/OTHERS					1.4
	71 (6)	303 (11)	374 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHIT	1590	Sun Valley	

RADIO STATIONS

KOH ,	630,	5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, ABC T, $	25.00 (Katz)		
KONE,	1450,	1 KW	, NOSTALGIA	ABC C, $	15.00 (HNWH)	Lotus	
KPLY,	1270,	5 KW (DAYS)	, MOR	, $	11.00 (Durpetti)		(SPARKS)
KQLO,	920,	5 KW/1 KW (DA-N)	, TALK	NBC, MBS, $	13.00 (Banner)	Pacific Telecom	
KROW,	780,	50 KW	, COUNTRY	ABC I, $	20.00 (Mc-Guild)	John Price	
KBUL-F,	98.1,	76 KW @ 2274,	COUNTRY	MBS, $	21.00 (Durpetti)	Marathon	
KIIQ-F,	104.5,	25 KW @ 2930,	COUNTRY	, $	18.00 (Christal)		
KLKT-F,	100.1,	.7 KW @ 600,	SOFT AC	, $	16.00 (K & P)		(INCLINE VILLAGE)
KNEV-F,	95.5,	60 KW @ 2270,	BTFL/EZ	, $	24.00 (Mc-Guild)	John Price	
KODS-F,	103.7,	6 KW @ 2870,	OLDIES	, $	30.00 (CBS)	Americom	(CARNELIAN BAY)
KOZZ-F,	105.7,	75 KW @ 2120,	AOR	SOURCE, $	31.00 (HNWH)	Lotus	
KRNO-F,	106.9,	37 KW @ 2956,	SOFT AC	, $	40.00 (Torbet)	Roth	
KROI-F,	100.9,	.3 KW @ 840,	JAZZ/NAC	, $	19.00 (Durpetti)		(SPARKS)
KRZQ-F,	96.5,	85 KW @ 2350,	AOR	, $	27.00 (MMR)	Pacific Tele.	(TAHOE CITY)
KSXY-F,	101.7,	1 KW @ 150,	CHR	TRNSTR, $	24.[illegible] Katz)		
KWNZ-F,	97.3,	87 KW @ 2126,	CHR	, $	30.00 (Banner)		(CARSON CITY)

MISCELLANEOUS COMMENTS: KCBN changes to KRNO (Sep) and now silumcasts with KRNO-F...KROI-F changed from AC to JAZZ/NAC... KQLO changes from COUNTRY to TALK...KSXY-F changes from AC to CHR...KNIS-F (Carson City) sold for $1,500,000 (Chapman)...KXTO (1550) comes out of silence with HISPANIC format...

RICHMOND

Arbitron Rank/Pop (12+): 55/712,500

MSA Rank/Pop: 62/854,000
ADI # 57
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 20/18
Diaries: 1193/597:1/59.2%
Sample Target: 1050
% Below Line: 0.9
% Not Listed: 12.3

1989 Revenue: $28,800,000
HH Inc.: $31,707
Retail $: 7.1 Bil
Pop per Station: 39,583
#1 Biller: WRVA $6,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRVQ-F	(CHR)	148/12.5	12.2	9.4	11.7	13.0	11.4	183/2392	1953/27.4	25.2	29.1	92	11.8	155	2125	WRVQ-F
2. WRXL-F	(AOR)	143/12.1	9.7	9.9	11.6	11.2	10.8	156/1862	1619/22.7	20.9	20.4	121	16.2	212	1721	WRXL-F
3. WRVA	(MOR)	138/11.7	11.4	14.7	15.9	12.3	13.4	154/2011	1791/25.1	26.1	28.0	74	10.6	139	2305	WRVA
4. WCDX-F	(B)	113/ 9.6	10.2	11.1	7.9	10.4	9.7	126/1086	1011/14.2	17.4	18.0	95	15.9	208	1785	WCDX-F
5. WKHK-F	(C)	92/ 7.8	7.5	9.3	5.3	6.0	7.5	112/1266	1025/14.4	15.0	13.6	121	9.0	118	1122	WKHK-F
6. WPLZ-F	(B)	91/ 7.7	7.2	7.8	7.8	8.2	7.6	94/952	922/12.9	16.1	16.1	110	7.1	93	1259	WPLZ-F
7. WTVR-F	(EZ)	84/ 7.1	6.6	5.4	8.1	4.6	6.8	104/1352	966/13.6	12.0	11.9	70	3.7	48	616	WTVR-F
8. WMXB-F	(AC)	55/ 4.7	8.0	8.3	6.7	7.9	6.9	75/1223	1027/14.4	19.0	18.1	151	5.1	67	980	WMXB-F
9. WVGO-F	(O)	47/ 4.0	3.0	3.6	1.2	2.0	3.0	57/1069	900/12.6	9.2	7.6	148	5.3	70	994	WVGO-F
10. WQSF-F	(EZ)	22/ 1.9	1.0	1.3	2.6	3.3	1.7	28/646	515/ 7.2	5.2	9.2	126	1.3	17	250	WQSF-F
11. WTVR	(BB)	20/ 1.7	0.8	0.9	0.5	1.0	1.0	20/272	272/ 3.8	3.5	3.8	18	1.3	17	100	WTVR
12. WDYL-F	(REL)	15/ 1.3	0.9	1.1	1.2	0.6	1.1	15/310	310/ 4.4	2.8	3.2	138	1.4	18	224	WDYL-F
13. WANT	(B)	14/ 1.2	1.7	1.0	1.2	1.3	1.3	14/305	296/ 4.2	4.2	4.2	83	0.7	9	278	WANT
14.																
15.																

12+ FM SHARE (METRO): 79.32% (821 of 1035) (FAL 88: 75.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WRXL-F>	1 WRXL-F>	1 WRXL-F>	1 WRXL-F	1 WRVA >	1 WRVA >	1 WRXL-F>	1 WRXL-F	1 WRVQ-F	1 WRVA
2 WCDX-F>	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	2 WTVR-F	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F>	2 WCDX-F<	2 WCDX-F>>
3 WRXL-F	WCDX-F>	3 WCDX-F>	3 WCDX-F	3 WKHK-F<	3 WKHK-F>	3 WRXL-F	3 WTVR-F	3 WKHK-F<	3 WRVA	3 WPLZ-F
WPLZ-F	4 WPLZ-F>	4 WPLZ-F	4 WPLZ-F<	4 WCDX-F	4 WPLZ-F<	4 WCDX-F	4 WKHK-F	4 WCDX-F<	4 WPLZ-F>	4 WRVQ-F
5	5 WMXB-F<	5 WKHK-F	5 WKHK-F	5 WRVA <	5 WRVQ-F	5 WKHK-F	5 WCDX-F<	5 WRVA	5 WRXL-F	5
6	6 WKHK-F	6 WRVA	6 WMXB-F	6 WPLZ-F	6	6 WPLZ-F	6 WRVA	6 WTVR-F<	6	6
7	7	WMXB-F	7	7 WMXB-F	7	7 WTVR-F	7	7 WPLZ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WRXL-F	1 WRXL-F>	1 WCDX-F	1 WRVQ-F	1 WRXL-F>	1 WRXL-F>>	1 WRXL-F>>	1 WRXL-F>	1 WRXL-F>
2 WRXL-F>	2 WCDX-F	2 WRVQ-F	2 WRXL-F<	2 WCDX-F<	2 WRVQ-F	2 WRVQ-F>	2 WRVQ-F>	2 WRVQ-F	2 WKHK-F
3 WRVQ-F	3 WRVQ-F	WMXB-F	3 WRVQ-F>	3 WRXL-F	WCDX-F>	3 WCDX-F>	3 WCDX-F	3 WCDX-F	3 WRVQ-F
4 WPLZ-F>>	4 WPLZ-F	WCDX-F	4 WPLZ-F	WMXB-F	4 WPLZ-F	4 WPLZ-F	4 WKHK-F	4 WKHK-F	4 WRVA
5 WRVA	5 WMXB-F	5 WPLZ-F	WMXB-F	5 WPLZ-F	5 WAFX-F	WKHK-F	5 WPLZ-F	5 WPLZ-F	5 WPLZ-F
6	6	6	6	6 WRVA	WKHK-F>>	6	6 WRVA >	6	6 WCDX-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		148 (1)	148 (1)	14.3	14.4
AOR/CLASSIC		150 (2)	150 (2)	14.5	12.5
AC/OLDIES/SOFT ROCK	8 (1)	102 (2)	110 (3)	10.6	11.9
MOR/VARIETY	138 (1)		138 (1)	13.3	13.7
COUNTRY		92 (1)	92 (1)	8.9	8.9
BLACK/URBAN	21 (2)	208 (3)	229 (5)	22.1	23.1
BEAUTIFUL/EASY		106 (2)	106 (2)	10.2	8.8
NEWS/TALK					
NOSTALGIA	20 (1)		20 (1)	1.9	2.9
RELIGION/GOSPEL	19 (2)	15 (1)	34 (3)	3.3	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	8 (1)		8 (1)	0.8	0.5
	214 (8)	821 (12)	1035 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WPTH	1590	Richmond	0.8/2.5/ 10/ 198
WGCV	1240	Petersburg	0.8/1.8/ 9/ 130
WKIE	1540	Richmond	0.6/2.7/ 7/ 192
WLEE	1320	Richmond	0.7/1.9/ 8/ 138
WRNL	910	Richmond	0.7/2.7/ 8/ 199
WAFX-F	106.9	Suffolk/Norfolk	0.6/2.8/ 31/ 370
WOWI-F	102.9	Norfolk	0.3/1.7/ 7/ 176

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, $ 15.00 (---)	
WPTH, 1590, 5 KW (DAYS)	, RELIGION	, $ 15.00 (---)	
WRNL, 910, 5 KW (DA-N)	, OLDIES	MBS, $ 29.00 (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC, CBS, $ 97.00 (Christal)	Edens
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC E, $ 20.00 (Republic)	Park
WCDX-F, 92.7, 2.8 KW @ 340	, BLACK	, $ 40.00 (Eastman)	Sinclair
WDYL-F, 92.1, 3 KW @ 300	, RELIGION	, $ 15.00 (---)	(CHESTER)
WKHK-F, 95.3, 1.6 KW @ 550	, COUNTRY	, $ 35.00 (Banner)	ABS (COLONIAL HEIGHTS)
WMXB-F, 103.7, 20 KW @ 720	, AC	APR, $ 72.00 (Durpetti)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328	, BLACK	US 1, $ 60.00 (Mc-Guild)	(PETERSBURG)
WQSF-F, 96.5, 50 KW @ 500	, SOFT AC	, $ 34.00 (HNWH)	Keymarket (WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 355	, CHR	ABC C, $ 101.00 (Christal)	Edens
WRXL-F, 102.1, 140 KW @ 320	, AOR	, $ 93.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840	, BTFL/EZ	ABC E, $ 44.00 (Republic)	Park
WVGO-F, 106.5, 8 KW @ 240	, CHR/AOR	SOURCE, $ 37.00 (Banner)	First Cities

MISCELLANEOUS COMMENTS: WVMX changes calls to WVGO (Aug)...WXGI changes to COUNTRY (Nov)...WPTH sold by Willis for $450,000, WDJK sold to Willis for $450,000...WPVA (Colonial Hts) sold by ABS for $130,000...

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 33/1,129,100

MSA Rank/Pop: 18/2,360,000
Los Angeles ADI
Average Person Ratings: 17.2
Market TSL: 25.25 hours

Stations: 44/17
Diaries: 1313/860:1/51.0%
Sample Target: 1290
% Below Line: 48.5
% Not Listed: 12.4

1989 Revenue: $17,900,000
HH Inc.: $29,022
Retail $: 14.0 Bil
Pop per Station: 66,417
#1 Biller: KGGI-F $3,800,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGGI-F	(CHR)	195/10.1	8.5	7.0	8.9	7.7	8.6	219/3091	2493/22.1	18.1	20.1	68	16.3	318	2938	KGGI-F
2. KDUO-F	(EZ)	135/ 7.0	7.5	8.2	10.0	8.0	8.2	185/1712	1254/11.1	13.9	10.5	64	3.3	65	679	KDUO-F
3. KLOS-F	(AOR)	117/ 6.0	4.6	4.3	5.4	4.4	5.1	193/2314	1324/11.7	10.6	10.4	120	9.5	186	1492	KLOS-F
4. KQLZ-F	(CHR)	89/ 4.6	6.1	6.7	1.1	1.4	4.6	177/1944	1185/10.5	14.0	3.7	63	5.7	112	1611	KQLZ-F
5. KOST-F	(O)	81/ 4.2	4.5	4.6	4.4	3.5	4.4	134/1923	1221/10.8	12.5	11.9	133	3.2	62	972	KOST-F
6. KRTH-F	(AC)	71/ 3.7	3.9	4.8	5.8	5.8	4.6	93/1825	1206/10.7	13.4	14.5	151	3.2	63	775	KRTH-F
7. KCKC	(C)	66/ 3.4	3.7	2.8	2.4	2.3	3.1	70/562	509/ 4.5	6.2	5.0	53	3.6	70	526	KCKC
8. KODJ-F	(AC)	65/ 3.4	3.3	2.8	1.0	2.0	2.6	74/1112	838/ 7.4	7.6	5.0	168	1.1	22	507	KODJ-F
KFI	(N/T)	65/ 3.4	3.4	3.9	4.3	3.4	3.8	89/1574	1092/ 9.7	10.6	10.4	97	3.0	58	743	KFI
10. KIIS-F	(CHR)**	52/ 2.7	3.2	3.3	4.4	5.3	3.4	137/2297	1244/11.0	13.2	15.3	85	4.8	93	1416	KIIS-F
11. KNTF-F	(C)	51/ 2.6	1.5	1.6	1.7	1.0	1.9	89/1055	545/ 4.8	4.1	2.2	92	0.8	15	367	KNTF-F
KFGR-F	(AC)	51/ 2.6	2.0	2.3	1.6	1.0	2.1	54/681	603/ 5.3	5.6	3.7	173				KFGR-F
13. KNX	(N)	47/ 2.4	2.6	3.4	1.8	3.5	2.5	79/1721	1094/ 9.7	11.2	9.2	75	2.8	54	1224	KNX
14. KCAL-F	(AOR)	45/ 2.3	3.9	3.5	2.9	4.7	3.2	73/1049	927/ 8.2	8.7	9.4	117	4.4	86	917	KCAL-F
15. KBIG-F	(EZ)	39/ 2.0	2.3	2.2	2.7	2.4	2.3	60/960	708/ 6.3	6.8	7.5	105	1.7	33	406	KBIG-F

**STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY

12+ FM SHARE (METRO): 75.35% (1281 of 1700) (FAL 88: 73.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KLOS-F<	1 KGGI-F<	1 KLOS-F	1 KLOS-F<	1 KDUO-F>	1 KLOS-F<	1 KGGI-F	1 KGGI-F>	1 KGGI-F>	1 KNTF-F<
2 KQLZ-F	2 KGGI-F>	2 KLOS-F>	2 KGGI-F	2 KGGI-F	2 KCKC	2 KGGI-F	2 KDUO-F>	2 KDUO-F<	2 KDUO-F	2 KNX
3	3 KQLZ-F>	3 KQLZ-F	3 KRTH-F	3 KODJ-F<	3 KFI	3 KDUO-F	3 KLOS-F	3 KQLZ-F<	3 KQLZ-F	3 KGGI-F
4	4 KRTH-F<	KOST-F<	4 KODJ-F<	4 KRTH-F	4 KODJ-F<	4 KOST-F	4 KRTH-F<	4 KLOS-F	4 KLOS-F	4 KFI
5	5 KOST-F<	5 KRTH-F	5 KOST-F	KOST-F	5 KGGI-F	5 KFI	5 KOST-F	5 KOST-F	5 KOST-F	5 KQLZ-F
6	6 KCAL-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGI-F>>	1 KGGI-F>	1 KRTH-F	1 KGGI-F	1 KOST-F	1 KLOS-F>	1 KLOS-F>>	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>
2 KQLZ-F>	2 KLOS-F	2 KGGI-F	2 KOST-F	2 KGGI-F<	2 KQLZ-F	2 KGGI-F	2 KGGI-F	2 KGGI-F	2 KODJ-F
3 KOST-F	3 KRTH-F	3 KLOS-F>	3 KRTH-F	3 KRTH-F	KGGI-F>>	3 KQLZ-F	3 KCAL-F	3 KQLZ-F	3 KGGI-F
4 KLOS-F>	4 KQLZ-F	4 KTWV-F	4 KLOS-F	4 KDUO-F	4 KROQ-F	4 KCAL-F	4 KIIS-F	4 KODJ-F	4 KRTH-F
5 KCAL-F	KOST-F	5 KOST-F	5 KQLZ-F	5 KFGR-F	5 KDUO-F	5	5 KQLZ-F	5 KCAL-F	KFGR-F
6 KIIS-F>	6	6	6	6	.6 KCAL-F	6	KOST-F	6	6
7	7		7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		368 (5)	368 (5)	21.6	18.8
AOR/CLASSIC		209 (4)	209 (4)	12.3	17.0
AC/OLDIES/SOFT ROCK		299 (6)	299 (6)	17.6	18.6
MOR/VARIETY	16 (1)		16 (1)	0.9	
COUNTRY	90 (2)	130 (4)	220 (6)	12.9	8.8
BLACK/URBAN	13 (1)		13 (1)	0.8	1.5
BEAUTIFUL/EASY		195 (4)	195 (4)	11.5	11.0
NEWS/TALK	171 (6)		171 (6)	10.1	9.9
NOSTALGIA	31 (1)		31 (1)	1.8	3.6
RELIGION/GOSPEL	20 (2)		20 (2)	1.2	1.3
SPANISH	71 (3)	27 (1)	98 (4)	5.8	5.5
CLASSICAL					1.1
JAZZ/NEW AGE		46 (2)	46 (2)	2.7	2.9
UNKNOWN/OTHERS	7 (2)	7 (1)	14 (3)	0.8	
	419 (18)	1281 (27)	1700 (45)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBON-F	103.9	Lake Arrowhead	1.0/3.1/ 34/ 475
KCAL	1410	Redlands	1.4/3.0/ 28/ 354
KDIF	1440	Riverside/SB	1.9/3.3/ 37/ 374
KHSJ	1320	Hemet	0.8/2.2/ 16/ 253
KHYE-F	105.7	Hemet	1.0/2.4/ 21/ 283
KLFE	1240	San Bernardino	0.4/1.3/ 7/ 147
KMEN	1290	San Bernardino	0.7/2.4/ 13/ 270
KOLA-F	99.9	San Bernardino	0.7/3.7/ 17/ 549
KRSO	590	San Bernardino	1.0/3.9/ 20/ 509
KWDJ-F	92.7	Riverside	1.9/4.4/ 42/ 627
KWRM	1370	Corona	0.4/0.7/ 8/ 107
KABC	790	Los Angeles	0.7/2.7/ 22/ 527
KBRT	740	Avalon	0.7/1.2/ 22/ 262
KFWB	980	Los Angeles	1.0/4.2/ 40/ 934
KIEV	870	Glendale	0.3/0.8/ 7/ 172
KJOI-F	98.7	Los Angeles	0.6/1.4/ 31/ 339
KKGO-F	105.1	Los Angeles	0.6/2.1/ 15/ 362
KLAC	570	Los Angeles	1.2/3.3/ 27/ 590
KLIT-F	101.9	Glendale	0.6/2.2/ 18/ 281
KLSX-F	97.1	Los Angeles	0.6/2.8/ 47/ 732
KLVE-F	107.5	Los Angeles	1.4/3.3/ 34/ 467
KMPC	710	Los Angeles	1.6/4.4/ 40/ 707
KPWR-F	105.9	Los Angeles	0.9/4.1/ 23/ 677
KROQ-F	106.7	Pasadena	1.8/4.2/ 69/ 886
KTNQ	1020	Los Angeles	0.3/1.1/ 13/ 223
KTWV-F	94.7	Los Angeles	1.8/5.4/ 54/ 973
KWVE-F	107.9	San Clemente	0.4/1.1/ 9/ 175
KWXT	1340	Cathedral City	0.0/0.1/ 0/ 0
KWXY-F	98.5	Cathedral city	0.5/0.9/ 17/ 174
KZLA-F	93.9	Los Angeles	1.2/2.5/ 37/ 513

RADIO STATIONS

AM STATIONS

KCAL	1410	5 KW/4 KW (DA-N)	HISPANIC		$ 23.00	(Lotus)	
KCKC	1350	5 KW/500 W(DA-2)	COUNTRY	ABC I	$ 33.00	(HNWH)	
KDIF	1440	1 KW (DA-1)	HISPANIC	UPI	$ 19.00	(Katz Hisp.)	
KMEN	1290	5 KW (DA-2)	BLACK		$ 15.00	(Mc-Guid)	American
KRSO	590	1 KW (DA-2)	NEWS/TALK	ABC E,TALKNT	$ 27.00	(Katz)	Henry

FM STATIONS

KBON-F	103.9	.4 KW @ 2500	OLDIES		$ 26.00	(HNWH)	
KCAL-F	96.7	3 KW @ 300	AOR		$ 45.00	(Torbet)	Anahieim
KDUO-F	97.5	72 KW @ 360	BTFL/EZ	ABC D	$ 65.00	(Katz)	Henry
KGGI-F	99.1	3 KW @ 1530	CHR		$ 87.00	(Mc-Guild)	American
KHYE-F	105.5	3 KW @ -245	COUNTRY	ABC E	$ 15.00	(---)	
KNTF-F	93.5	3 KW @ -165	COUNTRY		$ 37.00	(---)	
KOLA-F	99.9	31 KW @ 1630	OLDIES	ABC R	$ 42.00	(Banner)	Keymarket
KFGR-F	95.1	50 KW @ 330	COUNTRY	MBS	$ 40.00	(MMR)	
KWDJ-F	92.7	3 KW @ 300	COUNTRY	MBS	$ 28.00	(Banner)	

CALL LETTER CHANGES

KQLH-F changes to KFRG-F

FORMAT CHANGES

KFRG-F changes from AC to COUNTRY (Dec)...KOLA-F changes from AC to OLDIES (Dec)

STATION SALES

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 94/371,900	Stations: 24/21	1989 Revenue: $12,800,000
ADI # 68	Diaries: 906/412:1/66.6%	HH Inc.: $26,999
MSA Rank/Pop: 187 (Roanoke) 380,000	Sample Target: 770	Retail $: 3.1 Bil
248 (Lynchburg)	% Below Line: 2.3	Pop per Station: 17,709
Average Person Ratings: 18.4	% Not Listed: 12.0	#1 Biller: WXLK-F $3,500,000
Market TSL: 24.25 hours		

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WXLK-F	(CHR)	104/15.2	15.0	20.6	20.9	22.7	----	231/2833	1196/32.1	34.0	41.3	86				WXLK-F
2. WPVR-F	(EZ)	79/11.5	11.5	13.9	11.0	13.4	----	138/1608	883/23.7	21.2	23.2	74				WPVR-F
3. WYYD-F	(C)	73/10.7	14.5	10.0	12.7	11.0	----	98/948	706/18.9	22.0	18.8	110				WYYD-F
4. WROV-F	(AOR)	52/ 7.6	8.2	----	----	----	----	75/992	512/13.7	13.2	0.0	129				WROV-F
5. WJJS	(B)	39/ 5.7	6.9	3.6	[illegible]	3.4	----	39/289	289/ 7.7	8.3	5.8	93				WJJS
6. WSLQ-F	(AC)	38/ 5.5	4.0	8.5	8.2	6.5	----	85/1720	667/17.9	16.3	21.1	136				WSLQ-F
WJLM-F	(C)	38/ 5.5	3.4	2.6	4.6	3.8	----	40/446	420/11.3	9.5	7.2	109				WJLM-F
8. WSLC	(C)	35/ 5.1	3.5	5.1	5.1	4.8	----	53/503	364/ 9.8	8.4	10.5	104				WSLC
9. WFIR	(N/T)	28/ 4.1	2.7	3.6	2.6	3.3	----	28/347	340/ 9.1	6.0	9.2	68				WFIR
10. WROV	(O)	21/ 3.1	3.1	2.1	3.1	1.7	----	22/273	256/ 6.9	7.8	7.3	171				WROV
11. WGOL-F	(O)	15/ 2.2	1.1	2.1	1.8	2.1	----	15/328	319/ 8.5	5.2	7.0	127				WGOL-F
12. WKZZ-F	(CHR)	14/ 2.0	2.4	3.1	2.6	3.1	----	14/242	242/ 6.5	6.4	10.0	75				WKZZ-F
13. WTOY	(B)	12/ 1.8	1.8	3.9	4.6	3.6	----	12/166	155/ 4.2	4.0	6.2	139				WTOY
14. WXYU-F	(C)	10/ 1.5	0.9	1.1	1.3	1.0	----	11/203	170/ 4.6	4.2	5.8	120				WXYU-F
15.																

12+ FM SHARE (METRO): 74.96% (452 of 603) (FAL 88: 74.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F	1 WXLK-F	1 WXLK-F>	1 WXLK-F	1 WXLK-F	1 WPVR-F	1 WXLK-F>	1 WPVR-F	1 WXLK-F	1 WXLK-F>>	1 WPVR-F
2	2 WROV-F>	2 WYYD-F<	2 WYYD-F	2 WYYD-F	2 WYYD-F>	2 WYYD-F<	2 WXLK-F	2 WPVR-F<	2 WYYD-F<	2 WYYD-F
3	3 WSLQ-F	3 WROV-F>	3 WROV-F	3 WROV-F	3 WXLK-F>	3 WPVR-F>	3 WYYD-F	3 WYYD-F	3 WPVR-F	WXLK-F
4	4 WYYD-F	4 WSLQ-F	4 WSLQ-F	4 WPVR-F	4 WSLC	4 WSLC <	4 WROV-F	4 WROV-F>	4 WROV-F<	WROV-F
5	5 WJLM-F	5 WPVR-F	5 WPVR-F	5 WSLQ-F	5 WFIR	5 WJLM-F<	5 WSLQ-F	5 WSLQ-F	5 WJJS	5 WJJS
6	WJJS	6 WJJS	6	6	6	6 WROV-F	6	WJLM-F		6 WSLC >

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F>>	1 WXLK-F>	1 WXLK-F	1 WXLK-F>	1 WXLK-F	1 WXLK-F>>	1 WROV-F	1 WROV-F>	1 WXLK-F	1 WXLK-F
2 WJJS >	2 WROV-F	2 WSLQ-F	2 WYYD-F	2 WYYD-F	2 WROV-F	2 WXLK-F>>	2 WXLK-F>	2 WROV-F	WROV-F
3 WSLC	3 WJJS	3 WROV-F>	3 WSLQ-F	3 WPVR-F	3 WJLM-F	3 WYYD-F	3 WYYD-F	3 WYYD-F>	3 WYYD-F>
WROV-F	4 WSLQ-F>	4 WJJS	4 WJJS	4 WSLQ-F>	4 WYYD-F	WJLM-F	WROV	4 WSLQ-F	4 WROV
5 WPVR-F>	5 WSLC	5 WJLM-F	5 WROV-F	5 WROV-F	WSLQ-F>	5 WSLQ-F	5 WSLQ-F	WROV	5 WPVR-F
6	WPVR-F	6 WYYD-F	WPVR-F	WJJS	6 WFIR >	6	WJLM-F>	6 WJLM-F	6 WSLQ-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		118 (2)	118 (2)	19.6	28.5
AOR/CLASSIC		52 (1)	52 (1)	8.6	
AC/OLDIES/SOFT ROCK	21 (1)	63 (4)	84 (5)	13.9	15.9
MOR/VARIETY	4 (1)		4 (1)	0.7	6.0
COUNTRY	37 (2)	121 (3)	158 (5)	26.2	20.6
BLACK/URBAN	51 (2)	11 (2)	62 (4)	10.3	10.7
BEAUTIFUL/EASY		79 (1)	79 (1)	13.1	15.9
NEWS/TALK	28 (1)		28 (1)	4.6	
NOSTALGIA	7 (1)		7 (1)	1.2	0.9
RELIGION/GOSPEL	3 (1)	3 (1)	6 (2)	1.0	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.8	
	151 (9)	452 (15)	603 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBLT	1350	Bedford	0.6/1.6/ 4/ 61
WKHV-F	105.5	Altavista	0.4/1.8/ 6/ 129
WLLL	930	Lynchburg	1.0/2.5/ 9/ 105
WSAY	1480	Salem/Roanoke	0.4/1.2/ 3/ 44
WWOD	1390	Lynchburg	0.3/1.7/ 2/ 64
WZST-F	102.7	Lynchburg	1.0/2.5/ 11/ 151
WFLO-F	95.7	Farmville	0.7/1.4/ 17/ 362
WJMH-F	102.1	Reidsville	0.3/1.4/ 25/ 386
WQOK-F	97.5	So. Boston	1.3/2.4/ 37/ 395

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, NEWS/TALK	CBS, $	20.00	(HNWH)	Gibbons	
WJJS, 1320, 1 KW/24 W (DA-1)	, BLACK	ABC F, $	18.00	(K & P)		(LYNCHBURG)
WROV, 1240, 1 KW	. OLDIES	ABC D, $	16.00	(HNWH)	Joyner	
WSLC, 610, 5 KW/1 KW (DA-2)	, COUNTRY	NBC, $	23.00	(Katz)	Mel Wheeler	
WTOY, 910, 1 KW/89 W (DA-1)	, BLACK	SBN, $	15.00	(K & P)		
WGOL-F, 98.3, 3 KW @ 240	, OLDIES	, $	13.00	(Roslin)		(LYNCHBURG)
WJLM-F, 93.5, 3 KW @ 97	, COUNTRY	MBS, US 2, $	18.00	(Southern)		(SALEM)
WKZZ-F, 100.1, .7 KW @ 620	, CHR	US 1, CBS, $	15.00	(Republic)	Bahakel	(LYNCHBURG)
WPVR-F, 94.9, 100 KW @ 1980	, BTFL/EZ	, $	35.00	(HNWH)	Gibbons	
WROV-F, 96.3, 100 KW @ 600	, AOR	ABC R, $	30.00	(HNWH)	Joyner	(MARTINSVILLE)
WSLQ-F, 99.1, 200 KW @ 1985	, AC	ABC F, $	40.00	(Katz)	Mel Wheeler	
WXLK-F, 92.3, 93 KW @ 2050	, CHR	US 1, $	80.00	(Torbet)	Coleman	
WXYU-F, 101.7, 3 KW @ 300	, AOR	TRNSTR, $	13.00	(K & P)		(LYNCHBURG)
WYYD-F, 107.9, 20 KW @ 1720	, COUNTRY	MBS, $	37.00	(Eastman)		(AMHERST)

ROCHESTER

Arbitron Rank/Pop (12+): 45/829,400
MSA Rank/Pop: 47/996,000
ADI # 73
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 16/14
Diaries: 1303/637:1/54.8%
Sample Target: 1140
% Below Line: 1.8
% Not Listed: 14.5

1989 Revenue: $25,100,000
HH Inc.: $32,234
Retail $: 7.2 Bil
Pop per Station: 59,242
#1 Biller: WCMF-F $5,400,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	224/15.7	15.6	17.4	15.3	17.1	16.0	281/2629	2255/27.2	28.8	28.9	103	23.3	343	2816	WCMF-F
2. WPXY-AF (CHR)	158/11.1	10.8	11 6	10.9	12.5	11.1	178/2516	2299/27.7	28.8	29.3	92	11.7	172	2384	WPXY-AF
3. WBEE-F (C)	146/10.2	9.0	8.9	8.5	9.6	9.1	156/1705	1512/18.2	18.6	15.5	114	7.8	114	1083	WBEE-F
4. WVOR-F (AC)	116/ 8.1	10.1	11.0	9.0	9.2	9.6	130/2075	1780/21.5	23.9	22.2	144	6.3	92	1364	WVOR-F
5. WHAM (MOR)	109/ 7.6	7.4	8.7	9.5	8.5	8.3	112/1889	1679/20.2	20.4	19.1	75	10.0	147	1786	WHAM
6. WKLX-F (O)	108/ 7.6	7.0	5.8	6.0	4.3	6.6	117/1692	1473/17.8	18.6	14.4	132	3.8	56	1209	WKLX-F
7. WRMM-F (AC)	99/ 6.9	5.9	5.5	6.1	7.8	6.1	110/1684	1539/18.6	17.6	17.2	142	4.4	64	848	WRMM-F
8. WZSH-F (EZ)	94/ 6.6	6.7	4.7	7.4	5.9	6.3	125/1372	1110/13.4	11.4	10.9	61	3.7	55	667	WZSH-F
9. WDKX-F (B)	60/ 4.2	5.6	6.2	5.2	4.6	5.3	60/685	652/ 7.9	10.5	10.4	98	7.8	115	1177	WDKX-F
10. WEZO (BB)	51/ 3.6	2.7	2.9	3.0	3.4	3.0	51/639	624/ 7.5	7.5	6.6	25	2.9	42	562	WEZO

12+ FM SHARE (METRO): 84.51% (1031 of 1220) (FAL 88: 84.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-AF>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F>	1 WBEE-F	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F>	1 WCMF-F	1 WCMF-F
2 WCMF-F	2 WPXY-AF>	2 WPXY-AF	2 WVOR-F	2 WVOR-F<	2 WHAM	2 WPXY-AF<	2 WBEE-F	2 WPXY-AF<	2 WPXY-AF>	2 WHAM
3	3 WKLX-F	3 WVOR-F<	3 WPXY-AF<	3 WBEE-F	3 WZSH-F	3 WHAM	3 WVOR-F	3 WBEE-F	3 WHAM <	3 WKLX-F
4	4 WRMM-F	4 WKLX-F<	4 WBEE-F	4 WPXY-AF<	4 WVOR-F>	4 WVOR-F<	4 WRMM-F	4 WVOR-F	4 WBEE-F<	WBEE-F>
5	5 WDKX-F	5 WBEE-F	5 WKLX-F<	5 WKLX-F<	5 WRMM-F<	5 WBEE-F	WKLX-F	5 WKLX-F	5 WKLX-F	5 WDKX-F
6	6 WVOR-F	6 WRMM-F	6 WRMM-F	6 WRMM-F>	6 WKLX-F	6 WKLX-F	6 WPXY-AF	6 WRMM-F	6 WDKX-F	6 WRMM-F
7	7	7	7	7	7 WEZO	7	7	7 WHAM	7 WZSH-F	7 WPXY-F
8	8	8	8	8	8	8	8	8	WRMM-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F	1 WCMF-F	1 WPXY-AF	1 WPXY-AF	1 WVOR-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>
2 WPXY-AF>	2 WPXY-AF>	WCMF-F	2 WVOR-F	2 WRMM-F	2 WKLX-F	2 WPXY-AF	2 WPXY-AF	2 WKLX-F	2 WKLX-F
3 WDKX-F	3 WDKX-F<	3 WVOR-F	3 WRMM-F<	3 WPXY-AF	3 WPXY-AF>>	3 WKLX-F	3 WKLX-F>	3 WPXY-AF	WBEE-F
4 WVOR-F	4 WVOR-F	WRMM-F	4 WCMF-F	WBEE-F>	4 WRMM-F	4	4 WRMM-F	4 WBEE-F	4 WVOR-F<
WRMM-F	WRMM-F	5 WDKX-F	5 WBEE-F	5 WKLX-F	WBEE-F	5	5 WBEE-F	5 WVOR-F	5 WPXY-AF
6 WKLX-F	6 WKLX-F>	6 WKLX-F>	6 WKLX-F	6 WCMF-F	6 WDKX-F	6	6 WVOR-F	6 WRMM-F	6 WHAM
7	7 WBEE-F	7	7 WDKX-F	7	7	7	WDKX-F>	WHAM	7 WRMM-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	6 (1)	170 (2)	176 (3)	14.4	15.3
AOR/CLASSIC		224 (1)	224 (1)	18.4	19.7
AC/OLDIES/SOFT ROCK		323 (3)	323 (3)	26.5	24.5
MOR/VARIETY	109 (1)		109 (1)	8.9	9.7
COUNTRY	12 (1)	146 (1)	158 (2)	13.0	12.7
BLACK/URBAN		60 (1)	60 (1)	4.9	5.2
BEAUTIFUL/EASY		94 (1)	94 (1)	7.7	6.8
NEWS/TALK					
NOSTALGIA	51 (1)		51 (1)	4.2	3.9
RELIGION/GOSPEL	11 (1)		11 (1)	0.9	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		14 (2)	14 (2)	1.1	0.6
UNKNOWN/OTHERS					1.0
	189 (5)	1031 (11)	1220 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBBF	950	Rochester	0.8/3.7/ 12/ 318
WLKA-F	102.3	Canandaigua	0.5/1.3/ 8/ 127
WWWG	1460	Rochester	0.8/2.0/ 11/ 185
WBMW-F	107.7	Weathersfield	0.5/2.0/ 9/ 220
WMJQ-F	102.5	Buffalo	1.3/4.3/ 60/ 749

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, COMBINATION WITH WBEE-F					
WEZO, 990, 5 KW/2.5 KW (DA-2)	, NOSTALGIA	ABC I,	$ 22.00	(Christal)	Atlantic Ventures
WHAM, 1180, 50 KW	, MOR	CBS, TALKNT,	$ 59.00	(Mc-Guild)	Lincoln
WWWG, 1460, 5 KW (DA-2)	, RELIGION	,	$ 12.00	(---)	Brandon
WBEE-F, 92.5, 50 KW @ 500	, COUNTRY	US 2,	$ 60.00	(Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 457	, AOR	,	$ 95.00	(Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 500	, BLACK	,	$ 26.00	(Roslin)	
WKLX-F, 98.9, 37 KW @ 560	, OLDIES	,	$ 48.00	(Durpetti)	
WPXY-F, 97.9, 50 KW @ 456	, CHR	,	$ 78.00	(MMR)	Pyramid
WRMM-F, 101.3, 27 KW @ 637	, SOFT AC	ABC E,	$ 50.00	(Christal)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 490	, AC	,	$ 106.00	(Mc-Guild)	Lincoln
WZSH-F, 95.1, 11 KW @ 993	, BTFL/EZ	,	$ 29.00	(Republic)	(BRISTOL CENTER)

MISCELLANEOUS COMMENTS: WPXY "de-simulcasts" and programs NOSTALGIA (Jan)...

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1195200
MSA Rank/Pop: 34/1430,000
ADI # 20
Average Person Ratings: 16.2
Market TSL: 21.50 hours

Stations: 23/20
Diaries: 1452/823:1/51.2%
Sample Target: 1340
% Below Line: 4.4
% Not Listed: 13.9

1989 Revenue: $52,500,000
HH Inc.: $30,536
Retail $: 10.3 Bil
Pop per Station: 59,760
#1 Biller: KRAK-AF $9,600,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUM RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRAK-F	(C)	180/ 9.3	6.7	7.0	7.6	7.1	7.7	236/2921	2116/17.7	14.2	15.0	105	7.5	148	2012	KRAK-F
2. KFBK	(N/T)	164/ 8.5	8.1	9.3	8.2	8.8	8.5	218/3049	2319/19.4	18.4	19.0	85	9.6	190	1759	KFBK
3. KXOA-F	(AC)	157/ 8.1	7.8	6.9	6.1	5.9	7.2	176/2621	2260/18.9	17.0	18.2	135	4.9	98	1398	KXOA-F
4. KCTC-F	(EZ)	143/ 7.4	7.6	7.9	8.3	7.0	7.8	187/2104	1547/12.9	13.8	14.5	55	3.7	73	1029	KCTC-F
5. KSFM-F	(CHR)	137/ 7.1	7.1	7.4	6.0	5.2	6.9	176/3164	2372/19.8	20.7	19.0	75	12.3	244	3115	KSFM-F
6. KZAP-F	(AOR)	133/ 6.9	6.4	6.0	5.5	5.2	6.2	191/2503	1849/15.5	14.6	13.5	133	6.6	132	1895	KZAP-F
KRXQ-F	(AOR)	133/ 6.9	5.6	5.8	7.1	5.8	6.3	143/1764	1512/12.7	13.7	13.6	87	9.3	185	1771	KRXQ-F
8. KHYL-F	(O)	90/ 4.7	5.5	5.1	3.8	5.1	4.8	111/1817	1466/12.3	13.1	13.4	145	5.2	104	1329	KHYL-F
9. KAER-F	(AC)	79/ 4.1	4.7	3.4	3.7	3.3	4.0	92/1644	1391/11.6	10.6	10.1	129	4.0	79	1249	KAER-F
10. KQPT-F	(J/NA)	76/ 3.9	4.9	4.1	6.4	7.0	4.8	92/1493	1240/10.4	11.4	14.1	144	4.0	80	1029	KQPT-F
11. KROY-F	(CHR)	64/ 3.3	3.3	3.1	4.8	5.5	3.6	72/1631	1466/12.3	12.6	15.2	82	4.9	98	2289	KROY-F
12. KRAK	(C)	54/ 2.8	3.5	4.3	4.1	4.2	3.7	127/1640	831/ 7.0	8.0	9.5	89	3.4	67	939	KRAK
13. KWOD-F	(CHR)	49/ 2.5	3.4	3.8	3.7	4.1	3.3	64/1864	1333/11.2	12.7	15.1	40	3.9	77	1549	KWOD-F
14. KSAC	(CL)	33/ 1.7	0.4	1.0	0.7	0.6	0.9	36/436	405/ 3.4	2.9	2.8	41	0.3	5	170	KSAC
15. KFRC	(BB)	32/ 1.7	2.4	1.5	1.4	1.0	1.8	83/1012	438/ 3.7	3.6	2.3	18	1.1	21	246	KFRC
16. KNBR	(MOR)	30/ 1.6	1.7	1.8	1.1	0.7	1.5	94/1872	588/ 4.9	5.6	3.4	112	1.2	23	549	KNBR
17. KSMJ	(O)	26/ 1.3	0.8	0.3	0.6	1.3	0.8	27/364	312/ 2.6	2.2	4.3	146	1.1	22	447	KSMJ
18. KGO	(N/T)	23/ 1.2	1.4	1.8	0.8	1.6	1.3	111/1683	540/ 4.5	4.5	5.2	33	1.8	36	497	KGO
19. KGNR	(O)	21/ 1.1	0.8	1.9	1.2	1.4	1.3	25/644	590/ 4.9	5.4	5.9	136	0.9	17	466	KGNR
20.																

12+ FM SHARE (METRO): 74.81% (1247 of 1667) (FAL 88: 71.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KRXQ-F<	1 KXOA-F	1 KXOA-F	1 KXOA-F	1 KFBK	1 KFBK >	1 KXOA-F<	1 KXOA-F	1 KSFM-F	1 KFBK >>
2 KRXQ-F	2 KZAP-F	2 KZAP-F	2 KZAP-F<	2 KRAK-F	2 KRAK-F<	2 KRAK-F	2 KRAK-F	2 KRAK-F	2 KRXQ-F	2 KRAK-F
3 KWOD-F	3 KXOA-F	3 KRAK-F<	3 KRAK-F>	3 KZAP-F	3 KCTC-F>>	3 KXOA-F<	3 KCTC-F	3 KZAP-F<	3 KFBK <	3 KXOA-F>
4 KROY-F	4 KSFM-F	4 KRXQ-F	4 KHYL-F	4 KFBK	4 KXOA-F>	4 KSFM-F	4 KFBK	4 KCTC-F	4 KRAK-F<	4 KAER-F
5	5 KRAK-F	5 KSFM-F	5 KRXQ-F	5 KHYL-F	5 KHYL-F	5 KRXQ-F	5 KZAP-F	5 KRXQ-F	5 KZAP-F<	5 KZAP-F<
6	KAER-F	6 KHYL-F	6 KQPT-F<	6 KRXQ-F	6 KRAK	6 KCTC-F	6 KRXQ-F	6 KSFM-F	6 KCTC-F	6 KRXQ-F
7	7	7	7 KFBK <	7 KQPT-F	7	7 KZAP-F	7	7 KHYL-F<	7 KXOA-F	7 KWOD-F<
8	8	8	8 KAER-F<	8 KSFM-F	8	8	8	8 KFBK	8	8 KRAK
9	9	9	9 KSFM-F	KAER-F	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KSFM-F	1 KXOA-F>	1 KXOA-F>	1 KXOA-F>	1 KXOA-F>
2 KXOA-F	2 KSFM-F<	2 KAER-F>	2 KSFM-F<	2 KRAK-F
3 KRXQ-F>	3 KAER-F	3 KHYL-F	3 KRAK-F	3 KAER-F<
4 KWOD-F	4 KRXQ-F	4 KZAP-F	4 KAER-F	4 KHYL-F
KROY-F	5 KZAP-F	5 KQPT-F	5 KHYL-F	5 KFBK <
KRAK-F	6 KRAK-F	6 KRXQ-F	6 KZAP-F	6 KSFM-F
7 KZAP-F	7 KROY-F	7 KRAK-F	KQPT-F	KCTC-F
8 KAER-F	KQPT-F	8 KSFM-F	8	8
9	KHYL-F	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXQ-F>>	1 KZAP-F<	1 KZAP-F	1 KZAP-F	1 KZAP-F
2 KZAP-F>	2 KRXQ-F>>	2 KRXQ-F>>	2 KRXQ-F	2 KRAK-F
3 KSFM-F>	3 KSFM-F<	3 KRAK-F	3 KRAK-F	3 KRXQ-F<
4 KWOD-F	4 KXOA-F	4 KXOA-F	4 KXOA-F	4 KFBK<
5 KXOA-F	5 KRAK-F	5 KSFM-F	5 KFBK	5 KXOA-F
6 KROY-F>	6	6 KHYL-F	6 KHYL-F<	6 KHYL-F
7 KFBK	7	7 KQPT-F	7 KSFM-F	7 KQPT-F
8 KHYL-F	8	8 KAER-F	8	8
KAER-F>	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		250 (3)	250 (3)	15.0	17.2
AOR/CLASSIC		266 (2)	266 (2)	16.0	12.5
AC/OLDIES/SOFT ROCK	47 (2)	326 (3)	373 (5)	22.4	20.0
MOR/VARIETY	30 (1)		30 (1)	1.8	0.8
COUNTRY	54 (1)	180 (1)	234 (2)	14.0	12.8
BLACK/URBAN					
BEAUTIFUL/EASY		143 (1)	143 (1)	8.6	8.4
NEWS/TALK	195 (3)		195 (3)	11.7	12.3
NOSTALGIA	32 (1)		32 (1)	1.9	4.2
RELIGION/GOSPEL	11 (1)		11 (1)	0.7	0.8
SPANISH	18 (1)		18 (1)	1.1	2.3
CLASSICAL	33 (1)		33 (1)	2.0	0.7
JAZZ/NEW AGE		76 (1)	76 (1)	4.6	7.9
UNKNOWN/OTHERS		6 (1)	6 (1)	0.4	
	420 (11)	1247 (12)	1667 (23)		

OTHER RATED STATIONS/			METRO CUME TSA TSA SHARE/RATING/AQH/CUME
KFIA	710	Carmichael	0.6/2.1/13/316
KRCX	1110	Roseville/Scrmn	0.9/1.4/31/254
KRLT-F	93.9	SL Tahoe	0.3/0.9/6/135
KXOA	1470	Sacramento	0.4/2.3/8/276

RADIO STATIONS

AM STATIONS

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KFBK,   1530,  50 KW (DA-2)      , NEWS            APR, ABC I, $ 100.00 (Group W)      Westinghouse
KFIA,    710,  10 KW/250 W(DA-2), RELIGION                   , $  24.00 (---)
KGNR,   1320,   5 KW (DA-2)      , SOFT AC                CBS, $  30.00 (Christal)     Tribune Co.
KRAK,   1140,  50 KW (DA-2)      , COUNTRY                   , $  72.00 (Katz)         EZ

KRCX,   1100,   5 KW/500 W(DA-2), HISPANIC                   , $  42.00 (Lotus)        Fuller-Jeffrey
KSAC,   1240,   1 KW             , CLASSICAL                 , $  32.00 (CMBS)
KSMJ,   1380,   5 KW (DA-2)      , OLDIES                 SMN, $  28.00 (MMR)          Booth/Genesis
KXOA,   1470,   5 KW/1 KW (DA-2), NEWS/TALK                  , $  35.00 (Banner)       Brown
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FM STATIONS

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KAER,   92.5,  50 KW @ 500, AC                               , $  55.00 (Group W)      Westinghouse
KYMX,   96.1,  50 KW @ 476, EZ/SOFT AC                       , $  88.00 (Christal)     Tribune Co.
KHYL,  101.1,  36 KW @ 567, OLDIES                           , $  40.00 (Eastman)      Parker      (PAUBURN)
KQPT,  100.5, 115 KW @ 380, JAZZ/NAC                  SOURCE, $  95.00 (Republic)     Duchossois
KRAK,  105.1,  50 KW @ 500, COUNTRY                          , $ 110.00 (Katz)         EZ

KROY,   96.9,  50 KW @ 500, CHR                         ABC R, $  60.00 (Christal)     Great American
KRXQ,   93.7,  25 KW @ 306, AOR                              , $  70.00 (Torbet)       Fuller-Jeffrey
KSFM,  102.5,  50 KW @ 500, CHR                              , $  90.00 (MMR)          Booth/Gen.  (WOODLAND)
XWOD,  106.5,  50 KW @ 310, CHR                RADRAD ABC F, $  59.00 (CBS)
KXOA,  107.9,  50 KW @ 420, AC/OLDIES                        , $ 124.00 (Banner)       Brown
KZAP,   98.5,  50 KW @ 495, AOR                              , $  94.00 (Mc-Guild)     Nationwide
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CALL LETTER CHANGES

KCTC-F changes to KYMX (Jan)

FORMAT CHANGES

KYMX changes from EZ to SOFT AC (Jan)...KGNR changes from OLDIES to SOFT AC (Jan)...

STATION SALES

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 111/327,100

MSA Rank/Pop: 116/407,000
ADI # 58 (w/Flint)
Average Person Ratings: 17.6
Market TSL: 20/11 hours

Stations: 19/12
Diaries: 755/433:1/56.8%
Sample Target: 740
% Below Line: 6.4
% Not Listed: 10.2

1989 Revenue: $10,000,000
HH Inc.: $28,265
Retail $: 3.1 Bil
Pop per Station: 27,258
#1 Biller: WIOG-F $3,700,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIOG-F	(CHR)	103/17.9	24.1	30.1	24.3	29.9	----	273/3361	1321/40.4	41.9	51.2	80	26.2	175	1566	WIOG-F
2. WSGW	(MOR)	71/12.3	10.6	10.8	13.3	15.0	----	77/1032	824/25.2	19.4	20.4	71	8.1	54	563	WSGW
3. WKCQ-F	(C)	70/12.1	9.4	12.5	10.8	8.7	----	122/1486	696/21.3	20.5	25.8	118	7.9	53	642	WKCQ-F
4. WKQZ-F	(AOR)	60/10.4	8.6	7.8	8.3	7.3	----	90/955	652/19.9	16.3	14.4	87	10.3	69	602	WKQZ-F
5. WHNN-F	(AC)	53/ 9.2	11.1	11.0	13.7	7.7	----	119/1642	844/25.8	24.2	26.6	139	10.6	71	836	WHNN-F
6. WTLZ-F	(B)	45/ 7.8	8.2	3.4	2.5	2.8	----	53/559	337/10.3	9.1	6.1	119	8.1	54	518	WTLZ-F
7. WGER-F	(EZ)	42/ 7.3	5.6	6.1	6.6	8.9	----	51/696	509/15.6	13.6	12.6	127	7.0	47	440	WGER-F
8. WKNX	(BB)	17/ 2.9	0.8	0.3	1.2	0.9	----	27/213	162/ 5.0	2.9	2.0	41	2.1	14	137	WKNX
9. WJR	(MOR)	10/ 1.7	2.2	2.2	1.8	3.8	----	82/1278	289/ 8.8	7.1	5.6	112	1.3	9	195	WJR
10. WXOX	(O)	9/ 1.6	1.3	1.0	0.9	1.0	----	10/295	201/ 6.1	4.1	3.9	175	1.0	7	156	WXOX
11. WFDF	(MOR)	8/ 1.4	0.7	1.2	1.6	1.0	----	49/690	188/ 5.7	2.4	2.7	0	1.0	7	134	WFDF
12. WSAM	(O)	7/ 1.2	1.5	1.5	2.1	1.6	----	9/251	196/ 6.0	5.4	6.2	183	2.1	14	192	WSAM

12+ FM SHARE (METRO): 76.45% (396 of 518) (FAL 88: 80.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WKQZ-F	1 WIOG-F	1 WIOG-F	1 WKCQ-F	1 WSGW >	1 WIOG-F	1 WIOG-F	1 WIOG-F>	1 WIOG-F	1 WIOG-F<
2 WTLZ-F	WIOG-F>>	2 WKQZ-F	2 WKCQ-F	WIOG-F	2 WKCQ-F>	2 WSGW >	WKCQ-F>	2 WKCQ-F	2 WKQZ-F	2 WSGW
3	3 WHNN-F	3 WKCQ-F<	3 WHNN-F	3 WHNN-F	3 WGER-F	3 WKCQ-F	3 WSGW	3 WKQZ-F<	3 WTLZ-F	3 WKQZ-F
4	4 WKCQ-F	4 WHNN-F	4 WTLZ-F	4 WTLZ-F	4 WHNN-F	4 WHNN-F<	4 WHNN-F	4 WSGW<	4 WKCQ-F	4 WTLZ-F>>
5	5 WTLZ-F	5 WTLZ-F	WKQZ-F	WGER-F	5 WIOG-F	5 WKQZ-F<	5 WKQZ-F<	5 WHNN-F	5 WSGW	5 WGER-F
6	6	6 WGER-F	6 WGER-F	6 WKQZ-F	6	6 WGER-F	6 WGER-F	6	6 WHNN-F	6
7	7	7	7	7 WSGW	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F	1 WIOG-F>	1 WIOG-F
2 WKQZ-F	2 WHNN-F>	2 WHNN-F>	2 WHNN-F	2 WKCQ-F
WHNN-F>	3 WKQZ-F	3 WKCQ-F	3 WKCQ-F	3 WHNN-F
4 WUPS-F	WKCQ-F	4 WTLZ-F	4 WGER-F	WGER-F
WTLZ-F	5 WTLZ-F	WGER-F	5 WTLZ-F	5 WTLZ-F
WKCQ-F>	6	6 WKQZ-F>	6	6
7	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKQZ-F>>	1 WKQZ-F>>	1 WKQZ-F	1 WKQZ-F>	1 WKCQ-F<
2 WIOG-F>>	2 WIOG-F>>	2 WIOG-F>	2 WIOG-F	2 WKQZ-F<
3 WKCQ-F>>	3 WTLZ-F	3 WTLZ-F>	3 WKCQ-F	3 WIOG-F<
4 WSGW	WKCQ-F	4 WKCQ-F	4 WHNN-F>	4 WHNN-F<
WHNN-F	5 WHNN-F	WHNN-F>	5 WTLZ-F	5 WSGW
6	6	6 WSGW >	WSGW	6 WTLZ-F
7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		106 (2)	106 (2)	20.5	33.0
AOR/CLASSIC		63 (2)	63 (2)	12.2	8.9
AC/OLDIES/SOFT ROCK	16 (2)	60 (3)	76 (5)	14.7	16.3
MOR/VARIETY	89 (3)		89 (3)	17.2	15.6
COUNTRY		75 (3)	75 (3)	14.5	14.1
BLACK/URBAN		45 (1)	45 (1)	8.7	3.7
BEAUTIFUL/EASY		45 (2)	45 (2)	8.7	7.1
NEWS/TALK					
NOSTALGIA	17 (1)		17 (1)	3.3	
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (3)	0.4	0.9
	122 (8)	396 (14)	518 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLFS-F	100.9	Pinconning/Sag	0.7/2.8/ 9/ 142
WCEN-F	94.5	Mt. Pleasant	0.5/3.7/ 49/ 508
WCFX-F	95.3	Clare/Mt Pleasn	0.3/1.9/ 13/ 279
WCRZ-F	107.9	Flint	0.5/3.0/139/1511
WGMZ-F	101.7	Tuscola/Flint	0.5/2.0/ 14/ 313
WUPS-F	98.5	Houghton Lake	0.5/2.4/ 22/ 304
WWCK-F	105.5	Flint	0.5/2.7/ 87/1091
WWWW-F	106.7	Detroit	0.3/1.8/ 3/ 135

RADIO STATIONS

WSAM, 1400, 1 KW (DA-2) , OLDIES ABC D, $ 16.00 (Christal) MacDonald
WSGW, 790, 5 KW/1 KW (DA-2) , MOR NBC, MBS, $ 39.00 (Katz) Booth
WXOX, 1250, 1 KW (DAYS) , OLDIES , $ 14.00 (---)

WGER-F, 106.3, 3 KW @ 325, EZ MBS, $ 30.00 (Mc-Guild)
WHNN-F, 96.1, 100 KW @ 1032, AC US 2, $ 43.00 (Republic) Liggett
WIOG-F, 102.5, 86 KW @ 870, CHR ABC C, SOURCE, $ 80.00 (Katz) Booth
WKCQ-F, 98.1, 50 KW @ 500, COUNTRY ABC D, $ 42.00 (Christal) MacDonald
WKQZ-F, 93.5, 3 KW @ 300, AOR US 1, ABC R, $ 31.00 (Eastman)
WTLZ-F, 107.1, 2 KW @ 360, BLACK SBN, $ 21.00 (Banner)

MISCELLANEOUS COMMENTS: WBCM changes from RELIGION to COUNTRY (Dec)...

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,052,400
MSA Rank/Pop: 13/2,490,000
— ADI # 18
Average Person Ratings: 18.1
Market TSL: 23.30 hours

Stations: 26/26
Diaries: 1830/1121:1/60.1%
Sample Target: 1760
% Below Line: 0.0
% Not Listed: 6.9

1989 Revenue: $69,000,000
HH Inc.: $30,906
Retail $: 18.3 Bil
Pop per Station: 78,938
#1 Biller: KMOX $21,700,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOX	(N/T)	696/18.8	22.3	21.2	18.7	17.1	20.3	806/9296	7693/37.5	39.9	34.3	72	19.4	732	7923	KMOX
2. KEZK-F	(EZ)	353/ 9.5	6.4	8.1	7.7	8.4	7.9	399/4026	3432/16.7	15.8	17.4	74	3.8	142	2138	KEZK-F
3. KSHE-F	(AOR)	312/ 8.4	9.3	9.7	8.3	9.9	8.9	393/5248	4100/20.0	21.3	20.9	99	12.8	482	5185	KSHE-F
4. KMJM-F	(B)	258/ 7.0	7.6	5.7	5.5	6.5	6.4	260/2513	2450/11.9	10.3	10.8	90	12.5	471	3064	KMJM-F
5. WKBQ-F	(CHR)	250/ 6.7	8.5	6.1	6.4	3.6	6.9	279/4542	3884/18.9	17.9	14.2	57	8.7	328	4301	WKBQ-F
6. KSD -F	(AOR)	223/ 6.0	4.9	5.1	4.7	6.8	5.2	236/3597	3342/16.3	15.0	16.4	132	7.4	280	3228	KSD -F
7. KYKY-F	(AC)	205/ 5.5	5.5	4.7	5.0	5.1	5.2	221/3476	3269/15.9	14.5	13.2	135	4.2	160	2785	KYKY-F
8. WIL -F	(C)	199/ 5.4	4.4	5.8	4.9	5.8	5.1	246/3200	2584/12.6	12.9	13.2	126	4.4	166	2912	WIL -F
9. KLOU-F	(O)	161/ 4.3	3.5	5.2	7.0	5.8	5.0	200/3209	2639/12.9	16.1	17.8	174	2.9	110	1995	KLOU-F
10. WKKX-F	(C)	131/ 3.5	1.7	1.8	3.0	2.4	2.5	145/1948	1549/ 7.5	6.5	6.2	117	2.0	76	1243	WKKX-F
11. KRJY-F	(AC)	93/ 2.5	2.5	2.5	3.0	3.5	2.6	96/1880	1742/ 8.5	7.2	11.1	164	1.4	54	888	KRJY-F
12. KUSA	(C)	85/ 2.3	1.5	2.0	1.8	1.4	1.9	142/1943	1119/ 5.5	5.6	5.2	87	0.8	32	753	KUSA
13. KATZ	(B)	74/ 2.0	1.6	2.1	1.6	2.0	1.8	74/1036	1036/ 5.0	4.6	3.9	135	1.8	68	773	KATZ
14. KATZ-F	(B)	59/ 1.6	1.1	1.4	1.0	1.0	1.3	60/1010	979/ 4.8	5.7	3.9	156	1.8	69	1478	KATZ-F
15. WSNL-F	([illegible])	55/ 1.5	1.2	0.6	1.4	1.6	1.2	61/1387	1341/ 6.5	3.4	5.3	167	1.2	45	970	WSNL-F
16. WEW	(BB)	47/ 1.3	1.3	1.0	1.4	0.7	1.3	50/463	392/ 1.9	2.2	2.0	8	0.9	35	261	WEW
17. KFUO-F	(CL)	46/ 1.2	2.0	1.6	1.2	1.3	1.5	51/1243	1174/ 5.7	5.1	5.0	108	2.0	76	1210	KFUO-F
18.																
19.																
20.																

12+ FM SHARE (METRO): 70.75% (2445 of 3456) (FAL 88: 69.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>>	1 KSHE-F	1 KSHE-F	1 KMOX	1 KMOX >	1 KMOX >>	1 KMOX >>	1 KMOX	1 KMOX >	1 KMOX >	1 KMOX >>
2 KMJM-F>	2 KSD -F	2 KSD -F<	2 KSHE-F	2 KSHE-F	2 KEZK-F>>	2 KSD -F	2 KEZK-F>	2 KEZK-F	2 KMJM-F	2 WKBQ-F<
3 KSHE-F	3 KYKY-F<	3 KMOX	3 KSD -F	3 KSD -F	3 WIL -F	3 KSHE-F	3 KSHE-F	3 KSHE-F	3 WKBQ-F	3 KMJM-F
4	4 KMJM-F	4 KYKY-F	4 KYKY-F<	4 KLOU-F<	4 KLOU-F	4 KEZK-F	4 KSD -F<	4 WKBQ-F	4 KSHE-F	4 WIL -F
5	5 WKBQ-F>	5 KMJM-F	5 KLOU-F	5 KYKY-F	5 WKKX-F	5 WIL -F<	5 KYKY-F	5 KMJM-F	5 KEZK-F	5 KSHE-F
6	6 KMOX	6 WIL -F	6 WIL -F<	6 KEZK-F<	6	6 KYKY-F	6 KLOU-F	6 KSD -F	6	6 KYKY-F
7	7 WIL -F	KLOU-F	7 KMJM-F	7 WIL -F	7	7 WKBQ-F	7 KMJM-F<	7 KYKY-F<	7	7 KEZK-F
8	8	8 WKBQ-F	8	8 KMJM-F	8	8 KMJM-F	8 WIL -F	8 WIL -F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJM-F	1 KMJM-F	1 KYKY-F	1 KMJM-F<	1 KMOX >
2 WKBQ-F	2 KYKY-F<	2 WKBQ-F	2 KYKY-F	2 KYKY-F
3 KSHE-F	3 WKBQ-F	KMJM-F<	3 WKBQ-F	3 KEZK-F
4 KSD -F	4 KSHE-F	4 KSHE-F	KSHE-F	4 KMJM-F<
5 KYKY-F>>	5 KSD -F	5 KSD -F	5 KMOX	5 WIL -F<
6	6	6 KRJY-F	6 KSD -F<	6 KLOU-F
7	7	7	7 WIL -F	7 KSHE-F
8	8	8	8 KLOU-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSHE-F>>	1 KSHE-F>	1 KSD -F	1 KSHE-F	1 KMOX >
2 KSD -F	2 KSD -F>	2 KSHE-F>	2 KSD -F	2 KSD -F<
3 WKBQ-F>	3 KYKY-F	3 KMOX	3 KMOX >	3 KSHE-F>
4 KYKY-F>	4 KMOX	4 KYKY-F	4 KYKY-F	4 KLOU-F
5 KMJM-F	KMJM-F	5 KMJM-F	5 KLOU-F	5 WIL -F
6 WIL -F	6 WKBQ-F	6 KLOU-F	6 WIL -F	KYKY-F
7	7 KLOU-F	7 KATZ-F	7	7 KEZK-F
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		286 (2)	286 (2)	8.3	3.8
AOR/CLASSIC		535 (2)	535 (2)	15.5	19.7
AC/OLDIES/SOFT ROCK	23 (1)	550 (5)	573 (6)	16.6	19.2
MOR/VARIETY					
COUNTRY	99 (2)	330 (2)	429 (4)	12.4	11.1
BLACK/URBAN	74 (1)	317 (2)	391 (3)	11.3	10.2
BEAUTIFUL/EASY		353 (1)	353 (1)	10.2	8.9
NEWS/TALK	712 (2)		712 (2)	20.6	19.6
NOSTALGIA	47 (1)		47 (1)	1.4	1.2
RELIGION/GOSPEL	35 (2)	28 (1)	63 (3)	1.8	3.1
SPANISH					
CLASSICAL		46 (1)	46 (1)	1.3	1.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS	21 (1)		21 (1)	0.6	1.8
	1011 (10)	2445 (16)	3456 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA /SHARE/RTG/ AQH/CUME
KGLD	1380	St. Louis	0.6/2.5/23/546
KHTK-F	97.1	Florissant/St L	1.0/4.9/49/1139
KSIV	1320	Clayton/St. L.	0.4/1.5/23/342
KSTZ-F	105.7	Ste. Genve/St.L	1.0/5.2/56/1396
KXOK	630	St. Louis	0.4/3.0/20/710
WCBW-F	104.9	Columbia/St. L.	0.8/2.2/28/485
WESL	1490	E. St. Louis	0.5/1.3/20/268
WGNU	920	Granite City	0.6/1.8/21/369
WIL	1430	St. Louis	0.4/2.7/14/586

RADIO STATIONS

AM STATIONS

KATZ,	1600,	5 KW (DA-N)	, BLACK	NBN,	$ 45.00	(K & P)	Interurban
KGLD,	1380,	5 KW/1 KW (DA-2),	OLDIES	US 1,	$ 35.00	(Katz)	Chase
KMOX,	1120,	50 KW	, TALK	CBS,	$ 325.00	(CBS)	CBS
KSIV,	1320,	5 KW/125 W(DA-2),	RELIGION	,	$ 18.00	(---)	Bott
KUSA,	550,	5 KW (DA-N)	, COUNTRY OLDIES	MBS,	$ 50.00	(Mc-Guild)	Gannett
KXOK,	630,	5 KW (DA-2)	, TALK	ABC D,	$ 35.00	(HNWH)	
WESL,	1490,	1 KW/250 W(DA-1),	BLACK	SBN,	$ 25.00	(K & P)	
WEW ,	770,	1 KW (DAYS)	, NOSTALGIA	,	$ 27.00	(---)	
WIL ,	1430,	5 KW (DA-2)	, COUNTRY OLDIES	ABC I,	$ N/A	(Banner)	Heritage

FM STATIONS

KATZ,	100.3,	50 KW @ 495,	BLACK	NBN,	$ 37.00	(K & P)	Interurban	
KEZK,	102.5,	100 KW @ 500,	BTFL/EZ	,	$ 93.00	(MMR)	Adams	
KFUO,	99.1,	100 KW @ 557,	CLASSICAL	MBS,	$ 46.00	(CMBS)		
KLOU,	103.3,	100 KW @ 900,	OLDIES	CBS,	$ 85.00	(CBS)	CBS	
KHTK,	97.1,	100 KW @ 560,	JAZZ/NAC	,	$ 45.00	(HNWH)		
KMJM,	107.7,	100 KW @ 575,	BLACK	,	$ 95.00	(Christal)	Noble	
KRJY,	96.3,	100 KW @ 540,	SOFT AC	NBC,	$ 54.00	(Banner)		
KSD ,	93.7,	100 KW @ 850,	CLASSIC AOR	,	$ 100.00	(Mc-Guild)	Gannett	
KSHE,	94.7,	100 KW @ 1019,	AOR	,	$ 155.00	(HNWH)	Emmis	
KSTZ,	105.7,	100 KW @ 285,	AC	SOURCE,	$ N/A	(---)		(ST. GENEVIEVE)
KYKY,	98.1,	100 KW @ 580,	AC	,	$ 125.00	(MMR)	EZ	
WCBW,	104.9,	3 KW @ 235,	RELIGION	,	$ 20.00	(---)	Universal	
WIL ,	92.3,	97 KW @ 900,	COUNTRY	ABC E,	$ 75.00	(Banner)	Heritage	
WKBQ,	106.5,	93 KW @ 1015,	CHR	,	$ 73.00	(Katz)	Chase	
WKKX,	104.1,	50 KW @ 500,	COUNTRY	,	$ 41.00	(Roslin)		(JERSEY)
WSNL,	101.1,	50 KW @ 550,	AC	,	$ 40.00	(Torbet)		

CALL LETTER CHANGES

KLTH-F changes to KHTK-F (Aug)

FORMAT CHANGES

KHTK-F changes from JAZZ/NAC to CONTEMP.

STATION SALES

FORMAT CODES

CHR	Contemporart Hit Radio, Top 40, Contemporary
AC	Adult Contemporary
O	Oldies (1955 to near 1988)
B	Black (audience predominantly Black - over 75%)
U	Urban (majority of audience is non-white although a large segment is white)
EZ	EZ listening, Beautiful Music
AOR	Album Oriented Rock, also includes Classic Rock
CL	Classical
C	Country

T	Talk
N	News
SP	Hispanic/Spanish
BB	Big Band, Nostalgia
M	Middle of Road (MOR), Full Service, Variety
J/NA	Jazz and New Age
R	Religion, Christian, Christian Music
G	Gospel
E	Ethnic
?	Others or Unknown

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/494,900
ADI # 106
MSA Rank/Pop: 133 (Sal/Mont) 594,000
NA (Santa Cruz)
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 35/20
Diaries: 964/513:1/49.5%
Sample Target: 880
% Below Line: 31.5
% Not Listed: 16.1

1989 Revenue: $12,400,000
HH Inc.: $30,643
Retail $: 3.8 Bil
Pop per Station: 24,745
#1 Biller: KWAV-F $1,900,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	59/ 7.1	7.4	6.6	7.9	7.5	7.3	64/916	876/17.7	16.2	14.4	56	10.5	87	941	KGO
KDON-F (CHR)	59/ 7.1	7.5	11.2	8.7	8.7	8.6	64/1165	1095/22.1	28.0	22.0	62	14.7	122	1468	KDON-F
3. KMBY-F (AOR)	49/ 5.9	5.6	4.8	5.3	5.0	5.4	49/636	626/12.6	12.1	11.9	110	4.9	41	576	KMBY-F
4. KWAV-F (AC)	46/ 5.6	5.0	3.8	5.3	5.9	4.9	48/674	626/12.6	14.9	14.2	148	4.0	33	589	KWAV-F
5. KTOM-AF (C)	44/ 5.3	7.3	6.0	7.4	5.8	6.5	47/677	658/13.3	16.2	10.7	117	6.2	52	762	KTOM-AI
6. KWSS-F (CHR)	42/ 5.1	5.3	5.8	6.3	6.8	5.6	46/858	795/16.1	20.9	19.4	88	7.1	59	1135	KWSS-F
7. KBAY-F (EZ)	37/ 4.5	5.1	4.9	5.9	3.4	5.1	38/508	452/ 9.1	10.2	9.3	44	3.3	27	391	KBAY-F
8. KOCN-F (AC)	34/ 4.1	2.5	3.8	4.0	5.2	3.6	34/459	459/ 9.3	8.4	8.7	120	2.9	24	279	KOCN-F
9. KCTY (SP)	31/ 3.7	2.7	3.1	2.1	3.3	2.9	31/356	356/ 7.0	7.5	5.4	122	1.3	11	217	KCTY
10. KRAY-F (SP)	29/ 3.5	1.2	1.2	2.0	2.2	2.0	29/273	273/ 5.5	3.9	4.7	83	1.3	11	191	KRAY-F
11. KBOQ-F (CL)	28/ 3.4	3.9	2.8	3.8	3.4	3.5	28/368	360/ 7.3	7.6	8.8	85	4.0	33	385	KBOQ-F
12. KCBS (N/T)	26/ 3.1	2.1	2.7	2.8	2.9	2.7	27/553	518/10.5	8.0	9.5	52	2.4	20	357	KCBS
13. KLRS-F (J/NA)	22/ 2.7	2.9	2.4	2.3	1.6	2.6	24/472	452/ 9.1	9.0	5.7	159				KLRS-F
14. KTGE (SP)	20/ 2.4	1.3	2.0	1.4	1.1	1.8	20/244	244/ 4.9	3.8	3.1	129	1.4	12	181	KTGE
15. KLFA-F (SP)	18/ 2.2	2.2	3.8	2.7	1.5	2.7	23/160	148/ 3.0	4.7	2.8	50	1.9	16	137	KLFA-F

12+ FM SHARE (METRO): 69.64% (484 of 695) (FAL 88: 73.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KMBY-F>	1 KMBY-F	1 KWAV-F	1 KWAV-F	1 KGO>	1 KGO	1 KMBY-F	1 KMBY-F<	1 KGO <	1 KGO >>
2 KWSS-F>	2 KWSS-F<	2 KWAV-F	2 KMBY-F	2 KMBY-F<	2 KBAY-F	2 KDON-F	2 KGO <	2 KDON-F	2 KWSS-F	2 KCTY >>
3 KRAY-F	3 KDON-F	3 KDON-F	3 KTOM-AF<	3 KTOM-AF	3 KTOM-AF	3 KTOM-AF<	3 KDON-F<	3 KTOM-AF	3 KRAY-F	3 KLFA-F
4 KZXR	4 KWAV-F	4 KWSS-F	4 KOCN-F	4 KOCN-F	4 KBOQ-F	4 KWAV-F	4 KTOM-AF<	4 KGO	4 KDON-F	4 KSJO-F
KLFA-F	5 KRAY-F	5 KOCN-F	5 KWSS-F<	5 KWSS-F	5 KCBS	5 KWSS-F	5 KWAV-F	5 KOCN-F	5 KMBY-F<	KFRC >
6	KOCN-F	6 KTOM-AF	KDON-F	KCTY	6 KCTY	6 KMBY-F	6	6	6 KOCN-F<	6
7	7	7	7 KLRS-F	KDON-F	KWAV-F	7	7	7	7 KBOQ-F<	7
8	8	8	8	8	8	8	8	8	8 KLFA-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KWSS-F	1 KWSS-F	1 KWAV-F>	1 KWAV-F	1 KWAV-F>
KOCN-F	KWAV-F	2 KWSS-F	2 KOCN-F	2 KTOM-AF
KDON-F>	3 KOCN-F	3 KOCN-F	3 KDON-F	3 KOCN-F
4 KWAV-F	4 KDON-F	4 KMBY-F	4 KWSS-F	4 KCTY
KRAY-F	5 KMBY-F	5 KLRS-F>	5 KTOM-AF	5 KDON-F
KLFA-F	6	6	6	6
7	7		7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMBY-F>	1 KMBY-F>	1 KMBY-F>>	1 KMBY-F>>	1 KMBY-F>
2 KDON-F>	2 KDON-F	2 KLRS-F	2 KDON-F	2 KWAV-F
3 KWSS-F	3 KWSS-F	3 KWSS-F	3 KTOM-AF	KTOM-AF
KZXR	4 KRAY-F	KWAV-F	KWSS-F	KGO
KRAY-F	5 KTGE	KDON-F	5 KGO	KLRS-F
6 KTOM-AF	6	6 KTGE	KWAV-F	6
KSJO-F	7	7 KRAY-F>	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		114 (4)	114 (4)	16.4	20.0
AOR/CLASSIC	13 (1)	77 (4)	90 (5)	12.9	11.7
AC/OLDIES/SOFT ROCK		101 (4)	101 (4)	14.5	13.6
MOR/VARIETY	19 (2)		19 (2)	2.7	1.3
COUNTRY	14 (2)	43 (2)	57 (4)	8.2	10.4
BLACK/URBAN					
BEAUTIFUL/EASY	3 (1)	48 (2)	51 (3)	7.3	9.7
NEWS/TALK	85 (2)		85 (2)	12.2	13.0
NOSTALGIA	15 (2)		15 (2)	2.2	2.1
RELIGION/GOSPEL					1.1
SPANISH	62 (4)	47 (2)	109 (6)	15.7	10.0
CLASSICAL		28 (1)	28 (1)	4.0	4.0
JAZZ/NEW AGE		22 (1)	22 (1)	3.2	1.9
UNKNOWN/OTHERS		4 (1)	4 (1)	0.6	1.0
	211 (14)	484 (21)	695 (35)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KHIP-F	93.5	Hollister	1.6/6.6/ 15/ 351
KOMY	1340	Watsonville	1.3/4.5/ 13/ 229
KPIG-F	107.5	Freedom	1.2/4.2/ 10/ 210
KPUP	540	Salinas	0.4/1.5/ 3/ 72
KSCO	1080	Santa Cruz/Mont	1.0/3.6/ 8/ 176
KSUR-F	99.5	Greenfield	0.5/1.7/ 4/ 84
KZXR	1460	Salinas	1.6/3.5/ 13/ 172
KARA-F	105.7	Santa Clara/SJ	1.0/2.8/ 8/ 138
KAZA	1290	Gilroy	0.5/2.2/ 4/ 111
KFOG-F	104.5	San Francisco	0.4/2.1/ 3/ 102
KFRC	610	San Francisco	0.5/2.2/ 6/ 116
KLOK	1170	San Jose/SF	0.8/2.2/ 9/ 119
KMEL-F	106.1	San Francisco	1.2/3.0/ 10/ 150
KNBR	680	San Francisco	1.3/6.3/ 17/ 395
KOME-F	98.5	San Jose/SF	1.6/5.7/ 13/ 287
KSJO-F	92.3	San Jose	1.4/5.8/ 12/ 308
KXXX-F	99.7	San Francisco	0.4/1.3/ 3/ 70

RADIO STATIONS

KCTY, 980, 1 KW/247 W (DA-1), HISPANIC , $ 23.00 (Lotus)
KOMY, 1340, 1 KW , NOSTALGIA MBS, $ 12.00 (Radio Time) (WATSONVILLE)
KTGE, 1570, 250 W/8 W , HISPANIC , $ 13.00 (---)

KBOQ-F, 92.7, 1 KW @ 570, CLASSICAL , $ 22.00 (Durpetti)
KDON-F, 102.5, 19 KW @ 2270, CHR , $ 39.00 (Katz) Henry
KHIP-F, 93.5, 1 KW @ 1500, CLASSIC AOR , $ 17.00 (Eastman) (HOLLISTER)
KLFA-F, 93.9, 5 KW @ 667, HISPANIC , $ 16.00 (Caballero) (KING CITY)
KMBY-F, 107.1, 1 KW @ 1570, AOR , $ 32.00 (Banner)
KOCN-F, 104.9, 1 KW @ 500, AC MBS,TRNSTR, $ 24.00 (Torbet)
KPIG-F, 95.9, 3 KW @ 335, COUNTRY , $ 17.00 (Republic) (WATSONVILLE)
KRAY-F, 103.9, 3 KW @ 165, HISPANIC , $ 23.00 (Lotus)
KTOM-F, 100.7, 1 KW @ 2575, COUNTRY ABC E, $ 30.00 (MMR) Comm. Service
KWAV-F, 96.9, 18 KW @ 2500, AC APR, $ 35.00 (HNWH) Buckley
KXDC-F, 101.7, 1 KW @ 590, BTFL/EZ , $ 15.00 (Christal)
KLRS-F, 99.1, 1 KW @ 2618, JAZZ/NAC , $ 28.00 (Mc-Guild) Fuller-Jeffrey

OTHER RANKED STATIONS -- See San Francisco or San Jose...KLRS-A changes back to KSCO (Oct)...

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,004,800

MSA Rank/Pop: 45/1,090,000
ADI # 42
Average Person Ratings: 15.7
Market TSL: 20.5 hours

Stations: 31/31
Diaries: 1375/731:1/57.4%
Sample Target: 1250
% Below Line: 0.0
% Not Listed: 7.7

1989 Revenue: $30,500,000
HH Inc.: $28,337
Retail $: 6.9 Bil
Pop per Station: 32,412
#1 Biller: KSL $4,500,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSFI-F (EZ)	179/11.3	9.4	7.3	9.8	10.0	9.4	211/2434	2004/19.9	18.8	19.6	99	4.1	69	1206	KSFI-F
2. KKAT-F (C)	167/10.6	9.1	9.3	8.6	9.6	9.4	204/2486	2001/19.9	18.9	19.7	115	11.8	196	2055	KKAT-F
3. KSL (MOR)	124/ 7.8	4.6	6.7	7.0	7.0	6.5	153/2748	2244/22.3	22.0	24.2	87	7.7	128	2318	KSL
4. KISN-F (CHR)	108/ 6.8	8.0	7.3	6.9	7.9	7.3	127/2561	2141/21.3	23.4	20.0	100	7.5	125	2142	KISN-F
5. KLZX-AF (AOR)	99/ 6.2	3.0	5.0	3.6	4.8	4.4	99/1343	1293/12.9	13.4	12.5	139	6.8	111	1274	KLZX-AF
6. KSOP-AF (C)	95/ 6.0	5.6	8.3	8.0	4.2	7.0	131/2038	1543/15.4	18.1	12.8	110	7.4	116	1313	KSOP-AF
7. KBER-F (AOR)	92/ 5.8	5.3	5.0	4.5	4.1	5.2	97/1298	1179/11.7	9.3	9.4	64	6.9	115	1229	KBER-F
8. KCPX-F (CHR)	77/ 4.9	6.9	7.2	7.9	7.3	6.7	93/2183	1863/18.5	23.0	22.1	76	6.3	105	2227	KCPX-F
9. KMGR-F (AC)	65/ 4.1	2.9	2.6	3.2	4.0	3.2	67/979	930/ 9.3	7.4	8.3	117	2.3	39	788	KMGR-F
10. KALL (AC)	46/ 2.9	2.4	2.4	2.3	3.7	2.5	47/916	901/ 9.0	7.8	10.3	110	2.0	34	640	KALL
11. KLCY-F (AC)	43/ 2.7	2.2	3.7	3.0	3.2	2.9	70/1147	825/ 8.2	10.2	9.5	144	2.4	40	665	KLCY-F
12. KLVV-F (AC)	40/ 2.5	2.2	1.2	0.5	0.6	1.6	40/937	906/ 9.0	5.0	2.0	116	2.4	40	563	KLVV-F
13. KDYL (BB)	38/ 2.4	2.4	2.3	1.6	1.0	2.2	42/462	432/ 4.3	3.8	2.8	33	2.2	36	376	KDYL
14. KZHT-F (CHR)	36/ 2.3	4.9	2.6	1.7	0.8	2.9	36/914	892/ 8.9	8.0	2.8	43	4.2	70	1358	KZHT-F
15. KRSP-F (AOR)	32/ 2.0	3.7	5.3	5.6	6.3	4.2	42/1124	943/ 9.4	15.4	18.4	100	2.6	44	1425	KRSP-F
KJQN-F (AOR)	32/ 2.0	3.8	2.2	3.3	3.2	2.8	34/677	646/ 6.4	6.3	5.7	55	4.2	70	973	KJQN-F
17. KKWY-F (AC)	28/ 1.8	2.1	2.2	1.0	1.1	1.8	28/757	725/ 7.2	7.5	4.4	89	0.8	13	354	KKWY-F
18. KZOL-F (O)	22/ 1.4	2.5	2.2	1.3	1.1	1.9	22/677	639/ 6.4	8.7	6.3	157	1.6	27	459	KZOL-F
19. KTKK (T)	21/ 1.3	3.0	1.7	3.1	3.4	2.3	21/410	407/ 4.1	3.2	5.8	77	2.9	48	533	KTKK
KRPN-F (O)	21/ 1.3	1.0	0.5	0.8	1.2	0.9	24/441	334/ 3.3	2.9	3.6	154	0.7	12	188	KRPN-F

12+ FM SHARE (METRO): 77.79% (1135 of 1459) (FAL 88: 75.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F>	1 KKAT-F<	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F>	1 KSFI-F	1 KSFI-F>	1 KKAT-F	1 KKAT-F	1 KKAT-F>>
2 KISN-F	2 KLZX-AF	2 KSFI-F<	2 KSFI-F	2 KSFI-F	2 KSL	2 KSL <	2 KKAT-F>	2 KSFI-F>	2 KBER-F	2 KSFI-F
3 KBER-F	3 KBER-F	3 KLZX-AF	3 KLZX-AF	3 KLZX-AF	3 KKAT-F>	3 KKAT-F	3 KISN-F	3 KISN-F	3 KSFI-F	3 KSOP-F<
4 KZHT-F>	4 KISN-F>	4 KISN-F	4 KISN-F	4 KSL	4 KSOP-AF	4 KLZX-AF<	KBER-F<	4 KSL	KCPX-F	4 KSL >
5 KJQN-F	5 KMGR-F	5 KBER-F	5 KSOP-AF<	KISN-F<	5	5 KISN-F>	5 KLZX-AF<	KBER-F	5 KSL	5 KLZX-F
6 KKAT-F	6 KSFI-F<	6 KSOP-AF<	6 KSL	6 KSOP-AF>	6	6 KSOP-AF	6 KSOP-AF	6 KSOP-AF	6 KISN-F	6 KISN-F
7	7 KSOP-AF	7 KMGR-F	7 KMGR-F	7 KMGR-F	7	7 KALL	7 KMGR-F<	7 KLZX-AF	7 KLZX-AF	7 KUTR
8	KCPX-F	8	8	8	8	8	8 KSL	8	8 KSOP-AF	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMGR-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F
2 KKAT-F	2 KISN-F>	2 KISN-F	2 KISN-F<	2 KKAT-F
KISN-F	3 KMGR-F	3 KLZX-AF	3 KSFI-F>	3 KISN-F>
4 KBER-F>	4 KLZX-AF	4 KSOP-AF	4 KMGR-F	4 KSOP-AF
5 KCPX-F	5 KSFI-F	KSFI-F>	5 KCPX-F	5 KMGR-F<
6 KZHT-F	6 KBER-F	6 KMGR-F	6 KLZX-AF<	6 KBER-F<
KSFI-F	7 KCPX-F	7 KCPX-F	7 KSOP-AF	7 KLZX-AF
KLVV-F	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBER-F>	1 KBER-F<	1 KLZX-AF>	1 KLZX-AF	1 KLZX-AF
2 KKAT-F	2 KLZX-AF>	2 KBER-F>	KKAT-F	2 KKAT-F
3 KLZX-AF>	3 KKAT-F>	3 KKAT-F	3 KBER-F	3 KSL <
4 KSOP-AF	4 KISN-F	4 KSL	4 KSFI-F	4 KSFI-F>
KJQN-F	5 KSOP-AF	5 KISN-F	5 KSL <	5 KSOP-AF
6 KRSP-F	KRSP-F	6 KMGR-F	6 KSOP-AF	6 KBER-F
KISN-F	7 KKWY-F	KKWY-F	7	7
8	KJQN-F	8	8	8

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	16 (1)	221 (3)	237 (4)	16.2	16.2
AOR/CLASSIC	2 (1)	262 (5)	264 (6)	18.1	21.5
AC/OLDIES/SOFT ROCK	75 (5)	219 (6)	294 (11)	20.2	17.1
MOR/VARIETY	124 (1)		124 (1)	8.5	7.5
COUNTRY	8 (1)	254 (2)	262 (3)	18.0	14.9
BLACK/URBAN					
BEAUTIFUL/EASY	9 (1)	179 (1)	188 (2)	12.9	10.7
NEWS/TALK	21 (1)		21 (1)	1.4	3.6
NOSTALGIA	38 (1)		38 (1)	2.6	2.5
RELIGION/GOSPEL	12 (1)		12 (1)	0.8	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					2.2
UNKNOWN/OTHERS	19 (1)		19 (1)	1.3	1.5
	324 (14)	1135 (17)	1459 (31)		

OTHER RATED STATIONS			METRO CUME TSA TS SHARE/RTG/AQH/CUME
KANN	1120	Ogden	0.8/1.6/ 12/ 165
KDAB-F	101.1	Ogden/Slt.Lk.Ct	0.6/2.0/ 9/ 206
KFAM	700	N Salt Lake Cit	0.6/1.8/ 9/ 210
KFMY	960	Provo/Salt Lake	0.1/0.7/ 2/ 80
KISN	570	Salt Lake City	1.0/6.3/ 18/ 677
KLO	1430	Ogden	0.8/1.6/ 13/ 176
KRSP	1060	S Salt Lake	0.6/3.4/ 11/ 395
KSRR	1400	Provo	0.4/1.9/ 6/ 194
KUTR	1320	Salt Lake City	1.2/3.2/ 19/ 317

RADIO STATIONS

AM STATIONS

KALL	910	5 KW/1 KW (DA-N)	AC	ABC I, MBS	$ 30.00	(Eastman)	Hatch
KDYL	1280	5 KW/500 W (DA-N)	NOSTALGIA	SMN	$ 22.00	(CBS)	
KISN	570	5 KW (DA-1)	??		$ 26.00	(Mc-Guild)	
KRSP	1060	10 KW/1 KW (DA-N)	OLDIES	ABC D	$ 20.00	(Durpetti)	
KSL	1160	50 KW	MOR	CBS	$ 90.00	(MMR)	Bonneville
KTKK	630	1 KW/500 W (DA-2)	TALK	ABC T	$ 23.00	(K & P)	
KLZX	860	50 KW/196 W	AOR	SOURCE	$ 20.00	(Christal)	Citadel

FM STATIONS

KQOL	106.3	7 KW @ 2710	COUNTRY ROCK		$ 26.00	(Torbet)		
KCPX	98.7	27 KW @ 2930	CHR		$ 60.00	(Katz)	John Price	
KBER	101.1	25 KW @ 3740	AOR		$ 33.00	(HNWH)		(OGDEN)
KZOL	96.1	55 KW @ 2620	OLDIES	TRNSTR	$ 27.00	(HNWH)	Cook Inlet	(PROVO)
KISN	97.1	26 KW @ 3650	CHR		$ 60.00	(Mc-Guild)		
KJQN	95.5	100 KW @ 680	AOR		$ 27.00	(---)		(OGDEN)
KKAT	101.9	26 KW @ 3740	COUNTRY		$ 74.00	(Banner)	Brown	(OGDEN)
KKWY	97.9	26 KW @ 3770	AOR	TRNSTR	$ 20.00	(CBS)		(OGDEN)
KLCY	94.1	24 KW @ 3030	AC	ABC E	$ 46.00	(Eastman)	Hatch	
KLVV	99.5	40 KW @ 2953	AC		$ 21.00	(K & P)		(BOUNTIFUL)
KLZX	93.3	26 KW @ 3740	CLASSIC AOR		$ 30.00	(Christal)	Citadel	
KMGR	107.5	49 KW @ 2850	SOFT AC		$ 34.00	(HNWH)		(OREM)
KRPN	107.9	67 KW @ 2383	OLDIES		$ N/A	(Christal)	Bonneville	(ROY)
KRSP	103.5	27 KW @ 3630	AOR	ABC R	$ 58.00	(Durpetti)		
KSFI	100.3	26 KW @ 3740	BTFL/EZ		$ 65.00	(CBS)		
KSOP	104.3	25 KW @ 3650	COUNTRY		$ 56.00	(MMR)		
KSOS	106.9	68 KW @ 2369	??		$ 20.00	(Moore)		(BRIGHMAN)
KZHT	94.9	47 KW @ 2730	CHR		$ 31.00	(Durpetti)		(PROVO)

CALL LETTER CHANGES

KUTR changes to KLZX (Jan)
KEMX changes to KUTR (Sep)
KBER changes to KQOL (Jan)
KDAB changes to KBER (Jan)

FORMAT CHANGES

KLZX changes from RELIGION to AOR...KQOL change to COUNTRY ROCK (Jan)...KBER changes from JAZZ/NAC to AOR (Jan)...KMGR-A changes from BLACK to AC...

STATION SALES

KDAB-F (Ogden) sold by Albimar $1,850,000...KBER-F (Spanish Fork) sold for $1,000,000...KKAT-F sold by Brown to Appollo for $12,000,000 (Americom)

KFMY, KZOL_F (Provo) sold by Cook Inlet for $972,000

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,054,000

MSA Rank/Pop: 38/1,320,000
ADI # 43

Average Person Ratings: 18.4
Market TSL: 24.00 hours

Stations: 28/28
Diaries: 1407/749:1/53%
Sample Target: 1260
% Below Line: 0.0
% Not Listed: 7.0

1989 Revenue: $38,500,000
HH Inc.: $24,968
Retail $: 8.0 Bil
Pop per Station: 37,642
#1 Biller: KKYX, KCYY-F $5,500,000

12+ METRO			1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	KCYY-F	(C)	200/10.3	9.0	8.4	9.5	10.3	9.3	261/2685	2075/19.7	20.2	21.5	120	11.3	211	2014	KCYY-F
2.	KTFM-F	(B)	150/ 7.7	6.6	6.0	7.2	5.7	6.9	160/2684	2439/23.1	21.3	17.9	87	9.0	168	2104	KTFM-F
3.	KITY-F	(CHR)	126/ 6.5	7.6	6.8	6.2	7.0	6.8	138/2211	1937/18.4	19.2	19.5	63	10.4	194	2670	KITY-F
4.	WOAI	(N/T)	111/ 5.7	4.7	6.0	7.9	6.4	6.1	168/2279	1604/15.2	14.1	14.9	61	4.3	80	1162	WOAI
5.	KMMX-F	(AC)	106/ 5.5	4.5	5.1	4.4	3.4	4.9	108/1418	1339/12.7	13.9	9.9	149	2.8	53	819	KMMX-F
6.	KCOR	(SP)	99/ 5.1	3.6	5.2	5.6	7.0	4.9	102/819	778/ 4.7	7.6	8.7	90	3.4	64	753	KCOR
7.	KAJA-F	(C)	98/ 5.0	5.3	5.6	5.1	5.5	5.3	106/1802	1569/14.9	13.8	15.3	116	5.4	100	1787	KAJA-F
8.	KSAQ-F	(CHR)	94/ 4.8	4.4	3.1	3.3	3.4	3.9	101/1700	1611/15.3	13.1	12.9	40	5.0	94	1463	KSAQ-F
9.	KKYX	(C)	90/ 4.6	5.1	5.4	4.2	3.9	4.8	196/2260	1009/ 9.6	8.6	8.9	104	3.6	67	1078	KKYX
10.	KSMG-F	(O)	88/ 4.5	7.3	6.4	3.9	5.4	5.5	109/1624	1370/13.0	17.3	13.8	160	6.7	124	1335	KSMG-F
11.	KISS-F	(AOR)	86/ 4.4	5.5	5.1	5.0	4.7	5.0	96/1631	1369/13.0	16.0	14.4	95	7.7	144	1611	KISS-F
12.	KQXT-F	(EZ)	85/ 4.4	4.2	4.7	6.3	7.6	4.9	108/1376	1154/10.9	13.1	14.6	66	3.1	57	847	KQXT-F
13.	KTSA	(MOR)	81/ 4.2	4.2	3.4	2.5	3.5	3.6	119/1422	968/ 9.2	9.5	9.8	60	1.8	34	590	KTSA
14.	KZEP-F	(AOR)	69/ 3.6	4.2	3.1	3.5	4.5	3.6	76/1161	1082/10.3	10.4	11.0	142	3.6	67	984	KZEP-F
15.	KONO	(O)	48/ 2.5	3.3	3.1	3.3	2.9	3.0	53/927	801/ 7.6	8.6	9.1	148	2.6	48	671	KONO
16.	KZVE-F	(SP)	42/ 2.2	3.0	3.1	2.1	2.2	2.6	50/596	445/ 4.2	5.3	4.3	123	1.6	30	436	KZVE-F
17.	KFAN-F	(AC)	38/ 2.0	1.7	0.8	1.3	1.1	1.5	47/711	588/ 5.6	5.1	4.1	110	0.9	16	340	KFAN-F
18.	KEDA	(SP)	32/ 1.6	1.9	2.8	2.2	2.0	2.1	33/512	490/ 4.6	3.7	5.7	112	1.6	29	378	KEDA
19.	KSLR	(REL)	31/ 1.6	1.0	1.1	1.6	1.3	1.3	32/493	444/ 4.2	3.7	3.8	125	1.8	34	478	KSLR
20.	KSAH	(SP)	26/ 1.3	1.3	1.0	----	1.0	0.9	31/369	302/ 2.9	2.2	3.3	115	0.6	11	260	KSAH
21.	KCHL	(J/NA)	24/ 1.2	0.9	1.1	1.0	0.7	1.0	24/230	230/ 2.2	2.4	1.8	175	1.2	22	247	KCHL
22.	KXTN	(SP)	[illegible].2	1.1	3.1	1.2	0.8	1.6	25/483	437/ 4.1	5.2	3.0	125	1.1	20	315	KXTN
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 65.48% (1182 of 1805) (FAL 88: 65.59%)

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  TEENS      18-34      18-49      25-49      25-54       35+       12+ AMD    12+ MID    12+ PMD    12+ EVE   OVERNIGHT
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1 KITY-F   1 KCYY-F   1 KCYY-F>  1 KCYY-F>  1 KCYY-F>  1 WOAI     1 KCYY-F>  1 KCYY-F>  1 KCYY-F>  1 KTFM-F   1 KITY-F>>
2 KTFM-F   2 KTFM-F   2 KTFM-F   2 KMMX-F   2 KMMX-F   2 KCYY-F   2 WOAI     2 KMMX-F   2 KTFM-F>    KITY-F   2 WOAI
3 KSAQ-F   3 KITY-F<  3 KMMX-F   3 KSMG-F   3 KSMG-F   3 KCOR     3 KTFM-F   3 KAJA-F<  3 KITY-F   3 KSAQ-F   3 KTFM-F
4          4 KISS-F   4 KSMG-F   4 KTFM-F   4 KTFM-F   4 KTSA     4 KCOR  <  4 KTFM-F<  4 KAJA-F   4 KISS-F   4 KCYY-F
5          5 KMMX-F     KITY-F   5 KAJA-F<  5 KAJA-F   5 KQXT-F   5 KKYX     5 KSMG-F<  5 KMMX-F   5 KCYY-F   5 KRNS  <
6          6 KSAQ-F   6 KISS-F   6 KZEP-F   6 KZEP-F<    KKYX  >  6 KITY-F   6 KKYX     6 KSMG-F   6 KTSA     6 KMMX-F<
7          7 KAJA-F<  7 KAJA-F   7 KISS-F<  7 KKYX     7 KAJA-F   7 KAJA-F   7 KQXT-F     KKKYX-F  7 KMMX-F   7
8          8 KZEP-F<  8 KZEP-F   8 KKYX     8          8          8            WOAI     8            KCOR
9          9 KSMG-F   9          9          9          9          9                     9          9 KAJA-F   9
10         10         10         10         10         10         10         10         10         10         10
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WOM 18-24  WOM 18-34  WOM 25-34  WOM 18-49  WOM 25-54             MEN 18-24  MEN 18-34  MEN 25-34  MEN 18-49  MEN 25-54
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1 KCYY-F   1 KCYY-F   1 KCYY-F   1 KCYY-F>  1 KCYY-F              1 KSAQ-F   1 KISS-F   1 KCYY-F   1 KCYY-F   1 KCYY-F>
2 KITY-F   2 KTFM-F   2 KTFM-F<  2 KTFM-F<  2 KMMX-F                KISS-F   2 KCYY-F<  2 KISS-F   2 KISS-F   2 KSMG-F
3 KTFM-F   3 KITY-F   3 KMMX-F>  3 KMMX-F>  3 KTFM-F              3 KTFM-F   3 KTFM-F   3 KTFM-F   3 KTFM-F<  3 KZEP-F
4 KSAQ-F>  4 KMMX-F   4 KITY-F   4 KITY-F   4 KAJA-F              4 KITY-F>  4 KSAQ-F   4 KZEP-F   4 KSMG-F<  4 KMMX-F<
5 KAJA-F   5 KAJA-F   5 KSMG-F     KAJA-F   5 KSMG-F              5 KCYY-F   5 KITY-F     KMMX-F   5 KZEP-F   5 KISS-F
6 KFAN-F   6 KSAQ-F   6 KAJA-F   6 KSMG-F>    KCOR  >             6 KSJL  >  6 KZEP-F   6 KSMG-F>  6 KMMX-F   6 KKYX  <
7 KMMX-F   7 KSMG-F   7 KZVE-F   7 KCOR     7 KITY-F              7 KZEP-F     KMMX-F   7 KITY-F     KITY-F   7 KTFM-F
  KISS-F   8 KZEP-F   8 KZEP-F   8          8                       KMMX-F   8            KAJA-F   8          8
9          9            KCOR  >  9          9                     9          9          9          9          9
10         10         10         10         10                               10         10         10         10
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FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	16 (1)	220 (2)	236 (3)	13.1	12.1
AOR/CLASSIC		155 (2)	155 (2)	8.6	9.8
AC/OLDIES/SOFT ROCK	60 (3)	232 (3)	292 (6)	16.2	13.8
MOR/VARIETY	81 (1)		81 (1)	4.5	4.2
COUNTRY	90 (1)	298 (2)	388 (3)	21.5	21.4
BLACK/URBAN		150 (1)	150 (1)	8.3	6.9
BEAUTIFUL/EASY		85 (1)	85 (1)	4.7	8.2
NEWS/TALK	123 (2)		123 (2)	6.8	6.8
NOSTALGIA					
RELIGION/GOSPEL	41 (2)		41 (2)	2.3	1.3
SPANISH	180 (4)	42 (1)	222 (5)	12.3	14.9
CLASSICAL					
JAZZ/NEW AGE	24 (1)		24 (1)	1.3	
UNKNOWN/OTHERS	8 (1)		8 (1)	0.4	0.4
	623 (16)	1182 (12)	1805 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDRY	1100	Alamo Heights	0.5/2.4/ 15/ 310
KFHM	1160	San Antonio	0.4/2.1/ 8/ 218
KRIA	930	Terrll Hills	0.3/1.1/ 7/ 116
KRNS	1250	San Antonio	0.6/2.3/ 14/ 268
KSJL	760	San Antonio	0.8/3.5/ 19/ 469
KWED	1580	Seguin	0.3/1.1/ 6/ 119

RADIO STATIONS

AM STATIONS

KCHL	1480	2.5 KW (DAYS, DA)	BLACK		$ 20.00	(Mc-Guild)	
KCOR	1350	5 KW (DA-N)	HISPANIC		$ 67.00	(Katz Hisp.)	Tichenor
KDRY	1100	11 KW/1 KW (DA-N)	RELIGION		$ 12.00	(---)	
KEDA	1540	5 KW/1 KW (DA-N)	HISPANIC		$ 38.00	(Caballero)	
KFHM	1160	10 KW/1 KW (DA-2)	HISPANIC		$ 19.00	(---)	
KKYX	680	50 KW/10 KW (DA-N)	COUNTRY	ABC I	$ 53.00	(Katz)	NewCity
KONO	860	5 KW/1 KW	OLDIES	NBC	$ 36.00	(Christal)	Genesis/Booth
KRIA	930	5 KW/1 KW (DA-N)	OLDIES	CRC	$ 26.00	(Lotus)	Adams
KRNS	1250	1 KW (DA-N)	NEWS/TALK	CNN, MBS	$ 35.00	(Torbet)	Lotus
KSAH	720	10 KW/1 KW (DA-2)	HISPANIC		$ 22.00	(Caballero)	
KSJL	760	50 KW/1 KW (DA-1)	AOR	SMN, NBC	$ N/A	(Eastman)	Inner City
KSLR	630	5 KW (DA-2)	RELIGION		$ 19.00	(---)	
KTSA	1310	5 KW (DA-N)	MOR	ABC D	$ 29.00	(Banner)	
KXTN	1310	5 KW/280 W (DA-1)	HISPANIC		$ 29.00	(Lotus)	TK
WOAI	1200	50 KW	NEWS/TALK	CBS	$ 80.00	(Christal)	Clear Channel

FM STATIONS

KAJA	97.3	100 KW @ 472	COUNTRY		$ 65.00	(Christal)	Clear Channel
KCYY	100.3	98 KW @ 570	COUNTRY		$ 84.00	(Katz)	NewCity
KFAN	101.1	100 KW @ 620	AC		$ N/A	(Eastman)	(FREDERICKSBURG)
KISS	99.5	100 KW @ 1084	AOR	SOURCE	$ 70.00	(MMR)	Adams
KITY	92.9	100 KW @ 1016	CHR		$ 64.00	(Christal)	Genesis/Booth
KMMX	106.7	100 KW @ 1030	SOFT AC		$ 58.00	(Mc-Guild)	
KQXT	101.9	100 KW @ 700	BTFL/EZ		$ 59.00	(Group W)	Westinghouse
KSAQ	96.1	100 KW @ 480	CHR	NBC, US 1	$ 45.00	(Eastman)	Inner City
KSMG	105.3	100 KW @ 1240	OLDIES	US 1	$ 60.00	(CBS)	Rusk
KTFM	102.7	100 KW @ 670	CHR		$ 70.00	(Banner)	
KZEP	104.5	100 KW @ 660	CLASSIC AOR	MBS	$ 50.00	(Torbet)	Lotus
KZVE	107.5	100 KW @ 1514	HISPANIC		$ 44.00	(Eastman)	TK

CALL LETTER CHANGES

FORMAT CHANGES

KTSA reclassified as NOST.

STATION SALES

KSMG-F from Rusk to Jaco for $10,000,000 (E) (MVP Americom)...

SAN DIEGO

Arbitron Rank/Pop (12+): 16/2,046,800

MSA Rank/Pop: 16/2,4300600
ADI # 24
Average Person Ratings: 17.1
Market TSL: 22.25 hours

Stations: 39/30
Diaries: 2092/978:1/49.1%
Sample Target: 1740
% Below Line: 6.1
% Not Listed: 9.2

1989 Revenue: $84,300,000
HH Inc.: $31,832
Retail $: 17.6 Bil
Pop per Station: 68,226
#1 Biller: KFMB $10,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKLQ-AF (CHR)	316/ 9.0	9.6	8.8	8.9	9.5	9.1		4336/21.2	22.3	22.1	72	13.0	411	4704	KKLQ-AF
2. KGB -F (AOR)	244/ 7.0	5.0	8.8	6.5	7.0	6.8		3356/16.4	16.0	16.8	99	9.9	324	3193	KGB -F
3. KJQY-F (EZ)	228/ 6.5	5.4	6.6	8.3	6.2	6.7		2189/10.7	13.3	13.2	52	3.8	124	1656	KJQY-F
4. KSON-AF (C)	200/ 5.7	6.1	7.0	6.1	7.1	6.2		2548/12.4	14.4	12.0	114	7.4	226	2021	KSON-AF
5. KSDO (N/T)	170/ 4.9	6.2	6.0	5.6	6.2	5.7		2335/11.4	12.9	14.1	84	4.6	152	1738	KSDO
6. XTRA-F (AOR)	168/ 4.8	5.6	4.6	5.0	5.1	5.0		2718/13.3	14.3	15.8	69	6.9	226	3009	XTRA-F
7. KPOP (BB)	154/ 4.4	3.0	2.5	3.7	4.3	3.4		1610/ 7.9	6.9	6.1	36	2.7	90	1052	KPOP
8. KYXY-F (AC)	150/ 4.3	3.6	3.6	5.2	3.6	4.2		2114/10.3	10.2	8.8	151	4.7	153	2094	KYXY-F
9. KFMB (MOR)	148/ 4.2	8.3	6.7	4.4	5.3	5.9		2417/11.8	17.8	12.6	114	5.1	169	2802	KFMB
10. KFMB-F (AC)	145/ 4.1	5.4	5.7	5.2	6.3	5.1		3018/14.7	18.7	20.3	129	4.4	143	2343	KFMB-F
11. KFSD-F (CL)	136/ 3.9	3.0	2.6	3.4	2.8	3.2		1942/ 9.5	6.9	7.4	92	1.8	58	1014	KFSD-F
12. KIFM-F (J/NA)	130/ 3.7	3.5	3.1	3.2	2.9	3.4		1849/ 9.0	10.7	9.2	154	3.2	105	1564	KIFM-F
13. XHRM-F (B)	114/ 3.3	3.2	3.2	3.8	2.8	3.4		1671/ 8.2	8.5	8.8	82		181	2672	XHRM-F
14. KKYY-F (AC)	113/ 3.2	3.1	3.5	3.8	3.2	3.4		2041/10.0	9.3	9.6	147	2.1	70	1206	KKYY-F
15. KGMG-F (AOR)	74/ 2.1	2.3	1.8	2.0	2.0	2.0		1193/ 5.8	5.1	5.9	157	3.4	112	1336	KGMG-F
KCBQ-F (O)	74/ 2.1	3.2	2.5	3.0	2.6	2.7		1522/ 7.4	11.8	9.0	167	2.2	72	1325	KCBQ-F
17. KSDO-F (AOR)	61/ 1.7	2.0	1.9	1.8	1.6	1.9		1532/ 7.5	6.9	5.6	159	2.7	88	980	KSDO-F
18. KNX (N/T)	55/ 1.6	1.1	1.6	1.6	1.4	1.5		1100/ 5.4	6.4	5.8	50	1.1	35	1073	KNX
XTRA (N)	55/ 1.6	1.1	0.8	0.9	1.0	1.1		1470/ 7.2	4.5	6.3	94	1.1	37	960	XTRA
20. XHTZ-F (AOR)	50/ 1.4	1.9	1.1	1.3	1.5	1.4		1354/ 6.6	7.4	6.9	129	1.1	37	1009	XHTZ-F
21. XLTN-F (SP)	49/ 1.4	0.6	1.3	0.3	0.7	0.9		490/ 2.4	2.6	2.1	100	0.7	23	423	XLTN-F
22. KCBQ (O)	44/ 1.3	0.6	0.5	0.5	0.3	0.7		687/ 3.4	2.1	1.5	162	0.6	21	410	KCBQ
23.															
24.	NOTE: San Diego's Metro and TSA are the same.														
25.															

12+ FM SHARE (METRO): 73.78% (2344 of 3177) (FAL 88: 71.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>	1 KGB -F	1 KGB -F	1 KGB -F	1 KGB -F	1 KJQY-F>	1 KKLQ-AF<	1 KGB -F	1 KKLQ-AF>	1 KKLQ-AF>	1 KSDO >>
2 XTRA-F	2 KKLQ-AF	2 KKLQ-AF>	2 KKLQ-AF	2 KKLQ-AF	2 KPOP	2 KGB -F	2 KKLQ-AF<	2 KGB -F	2 XTRA-F	2 KGB -F<
3 XHRM-F	3 XTRA-F>	3 XTRA-F	3 KYXY-F<	KSON-AF	3 KSDO	KSDO <	3 KJQY-F	3 KJQY-F	3 KFMB	3 KSON-F
4	4 KKYY-F	4 KFMB-F<	4 KSON-AF	KYXY-F	4 KSON-AF<	4 KSON-AF	4 KSON-AF	4 XTRA-F	4 KGB -F	KFMB >>
5	5 KFMB-F	5 KSON-AF<	KIFM-F	5 KIFM-F	5 KFMB	5 KFMB	5 KYXY-F	5 KSON-AF	5 KJQY-F<	5 KNX
6	6 KSON-AF<	6 KYXY-F<	6 KFMB-F	6 KFMB-F	6 KFSD-F	6 KJQY-F	6 KSDO	6 KYXY-F	6 XHRM-F	6 KFI
7	7 XHRM-F	7 KIFM-F	7 KKYY-F	7 KFMB	7 KYXY-F	7 KYXY-F<	KPOP <	KSDO	KFSD-F	7 KFMB-F<
8	8 KIFM-F	8 KKYY-F	8 KFMB	8 KKYY-F	8	8 KFMB-F	8 XTRA-F	KFMB-F	8 KSDO	8 KKLQ-F
	KGMG-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKLQ-AF>>	1 KKLQ-AF>	1 KKLQ-AF	1 KKLQ-AF	1 KYXY-F
2 XTRA-F	2 KFMB-F	KKYY-F	2 KFMB-F	2 KFMB-F
3 KGB -F	3 KGB -F	3 KFMB-F	3 KYXY-F	3 KKLQ-AF
4 KFMB-F>>	4 KKYY-F	4 KSON-AF	4 KKYY-F	4 KSON-AF
5 XLTN-F	5 XTRA-F>	5 KGB -F>	5 KGB -F<	5 KKYY-F<
KKYY-F	6 KSON-AF>	6 KYXY-F	6 KSON-AF	6 KIFM-F
7 XHTZ-F	7 XHRM-F	KIFM-F	7 KIFM-F	7 KJQY-F
XHRM-F>	8 KYXY-F	8	8 XTRA-F	8 KFSD-F
				KFMB

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGB -F>	1 KGB -F>	1 KGB -F>	1 KGB -F>	1 KGB -F>
2 XTRA-F	2 XTRA-F	2 KGMG-F	2 KKLQ-AF	2 KSON-AF<
3 KKLQ-AF>	3 KKLQ-AF>	3 KKLQ-AF	3 XTRA-F>	3 KKLQ-AF
4 XHRM-F>	4 XHRM-F<	4 XTRA-F	4 KSON-AF<	KIFM-F
5 KSON-AF>	5 KGMG-F	5 KIFM-F	5 KIFM-F	5 KFMB
6 XLTN-F	6 KSON-AF	6 KKYY-F	6 KGMG-F	6 KGMG-F<
7	7 KIFM-F	7 KSDO-F	7 XHRM-F	7 KSDO
8	8 KKYY-F	8 KSON-AF	8 KFMB	8 XTRA-F
		9 KCBQ-F		

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	25 (1)	333 (3)	358 (4)	11.3	17.9
AOR/CLASSIC	39 (1)	619 (6)	658 (7)	20.7	17.7
AC/OLDIES/SOFT ROCK	44 (1)	524 (7)	568 (8)	17.9	11.4
MOR/VARIETY	148 (1)		148 (1)	4.7	5.8
COUNTRY	31 (2)	190 (2)	221 (4)	7.0	8.5
BLACK/URBAN		114 (1)	114 (1)	3.6	3.1
BEAUTIFUL/EASY		228 (1)	228 (1)	7.2	7.1
NEWS/TALK	312 (4)		312 (4)	9.8	10.8
NOSTALGIA	154 (1)		154 (1)	4.8	5.7
RELIGION/GOSPEL	13 (1)		13 (1)	0.4	
SPANISH	30 (1)	49 (1)	79 (2)	2.5	0.7
CLASSICAL		136 (1)	136 (1)	4.3	3.1
JAZZ/NEW AGE		130 (1)	130 (1)	4.1	4.9
UNKNOWN/OTHERS	37 (2)	21 (1)	58 (3)	1.8	3.2
	833 (15)	2344 (24)	3177 (39)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGMG	1320	OCEANSIDE	1.1/1.8/ 39/ 374
KKOS-F	95.9	CARLSBAD	0.5/2.1/ 16/ 432
KOWA	1450	Escondido/SD	0.1/0.5/ 5/ 96
KOWF-F	92.1	ESCONDIDO/SNDGO	0.5/1.4/ 16/ 289
KPRZ	1210	SAN MARCOS/SD	0.4/1.4/ 13/ 296
XEMO	860	TIJUANA	0.9/2.3/ 30/ 465
XHKY-F	95.7	TIJUANA/SD	0.6/1.7/ 21/ 354
KBIG-F	104.3	LOS ANGELES	0.3/1.1/ 11/ 219
KFI	640	LOS ANGELES	0.9/3.0/ 32/ 621
KLOS-F	95.5	LOS ANGELES	0.6/2.6/ 22/ 523
KPWR-F	105.9	LOS ANGELES	0.4/2.3/ 14/ 468
KQLZ-F	100.3	Los Angeles	0.8/2.0/ 28/ 417
KRTH-F	101.1	Los Angeles	0.4/1.9/ 15/ 384
XEAZ	1270	San Ysidro	0.4/0.8/ 15/ 154
XPRS	1090	TIJUANA	0.6/0.5/ 5/ 106

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	OLDIES	,	$ N/A	(Republic)	Adams
KFMB,	760,	5 KW (DA-N)	, MOR	CBS,	$ 170.00	(Mc-Guild)	Midwest TV
KKLQ,	600,	5 KW (DA-1)	, CHR	APR, MBS,	$ N/A	(Christal)	Edens
KPOP,	1360,	5 KW/ 1 KW	, NOSTALGIA	NBC,	$ 43.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	, NEWS/TALK	ABC I,	$ 128.00	(Durpetti)	Gannett
KSON,	1240,	1 KW	, COUNTRY	,	$ N/A	(Banner)	Jeff-Pilot
XTRA,	690,	50 KW (DS-2)	, NEWS	ABC E, CNN,	$ 40.00	(MMR)	Noble

FM STATIONS

KCBQ,	105.3,	29 KW @ 620,	OLDIES	,	$ 75.00	(Republic)	Adams
KFMB,	100.7,	30 KW @ 620,	CONTEMP/AC	CBS,	$ 128.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 641,	CLASSICAL	,	$ 71.00	(HNWH)	Lotus
KGB ,	101.5,	50 KW @ 470,	AOR	,	$ 153.00	(Katz)	Brown
KGMG,	102.1,	10 KW @ 980,	CLASSIC AOR	SOURCE,	$ 44.00	(Banner)	
KIFM,	98.1,	28 KW @ 640,	JAZZ/NAC	,	$ 79.00	(CBS)	
KJQY,	103.7,	36 KW @ 650,	EZ	,	$ 90.00	(Group W)	Westinghouse
KKLQ,	106.5,	50 KW @ 442,	CHR	,	$ 128.00	(Christal)	Edens
KKOS,	95.9,	3 KW @ 305,	AOR	,	$ 40.00	(---)	
KKYY,	94.9,	22 KW @ 710,	AC	,	$ 70.00	(Torbet)	Sandusky
KSON,	97.3,	50 KW @ 442,	COUNTRY	,	$ 99.00	(Banner)	Jeff-Pilot
KSDO,	102.9,	32 KW @ 590,	CLASSIC AOR	,	$ 60.00	(Durpetti)	Gannett
KYXY,	96.5,	41 KW @ 540,	AC	,	$ 70.00	(HNWH)	
XHRM,	92.5,	50 KW @ 600,	BLACK	ABC F,	$ 49.00	(K & P)	
XHTZ,	90.3,	100 KW @ 1000,	AOR	ABC C,	$ 40.00	(---)	
XLTN,	104.5,	60 KW @ 1200,	HISPANIC	,	$ 35.00	(Katz Hisp.)	
XTRA,	91.1,	100 KW @ 1000,	AOR	,	$ 92.00	(MMR)	Noble

CALL LETTER CHANGES

KSWV-F changes to KSDO-F (Sep)

FORMAT CHANGES

KSDO-F changes from JAZZ/NAC to to CLASSIC AOR (Sep)

STATION SALES

KJQY-F: From Command to to Westwood One for $19,000,000 (THIS DEAL W CANCELLED)...KMJC (El Cajon) sold to Famil stations for $2,400,000

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,017,400
ADI # 4
MSA Rank/Pop: 28 (San Francisco) 4,700,000
22 (Oakland)
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 50/49
Diaries: 3858/1300:1/48.1%
Sample Target: 2720
% Below Line: 0.5
% Not Listed: 11.1

1989 Revenue: $173,200,000
HH Inc.: $37,970
Retail $: 39.9 Bil
Pop per Station: 102,395
#1 Biller: KGO $21,500,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO (N/T)	680/ 8.2	7.6	7.0	8.3	8.3	7.8	824/12388	9923/19.8	17.1	20.5	74	8.8	712	7856	KGO
2. KCBS (N/T)	509/ 6.1	5.3	4.6	4.6	5.0	5.2	600/12095	10078/20.1	15.2	17.0	90	4.5	366	5784	KCBS
3. KMEL-F (CHR)	407/ 4.9	4.8	5.6	5.0	5.6	5.1	463/7810	6742/13.4	15.4	13.4	71	7.5	608	7691	KMEL-F
4. KOIT-AF (AC)	404/ 4.8	4.0	4.9	3.8	4.2	4.4	409/6795	6562/13.1	13.3	12.8	121	2.9	217	3067	KOIT-A
5. KABL-AF (EZ)	382/ 4.6	3.6	4.5	5.0	4.7	4.6	392/5684	5453/10.9	9.9	10.2	70	3.6	225	2107	KABL-A
6. KNBR (MOR)	309/ 3.7	5.0	3.5	2.6	2.2	3.7	433/9266	6606/13.2	12.0	7.7	97	3.5	284	4910	KNBR
7. KFRC (BB)	294/ 3.6	3.1	3.5	3.7	3.4	3.5	359/5597	4726/ 9.4	9.3	7.8	33	2.6	208	3101	KFRC
8. KSOL-F (B)	236/ 2.9	3.0	2.7	2.7	2.8	2.8	257/4583	4238/ 8.4	8.9	8.9	79	3.6	293	4378	KSOL-F
KRQR-F (AOR)	236/ 2.9	2.9	3.0	2.8	2.9	2.9	250/4341	3898/ 7.8	8.6	7.7	117	3.3	271	3820	KRQR-F
10. KKSF-F (J/NA)	224/ 2.7	2.8	2.3	3.0	2.7	2.7	226/3229	3176/ 6.3	7.2	7.0	156	2.9	238	3066	KKSF-F
11. KXXX-F (CHR)	221/ 2.7	2.7	2.8	2.8	2.2	2.8	230/5014	4878/ 9.7	10.2	8.0	67	3.3	270	4033	KXXX-F
12. KIOI-F (AC)	217/ 2.6	3.6	3.9	3.6	3.9	3.4	223/5185	4894/ 9.8	11.2	11.8	131	3.0	246	4184	KIOI-F
13. KSAN-F (C)	216/ 2.6	2.7	3.4	3.2	2.2	3.0	226/3881	3667/ 7.3	8.7	6.8	119	3.7	303	3469	KSAN-F
14. KDFC-AF (CL)	215/ 2.6	2.3	2.3	2.8	2.9	2.5	222/3942	3814/ 7.6	7.3	6.9	112	1.3	109	1773	KDFC-A
15. KOME-F (AOR)	169/ 2.0	1.6	2.0	1.4	1.6	1.8	182/2540	2229/ 4.4	5.2	4.5	120	1.7	139	2357	KOME-F
16. KSFO (O)	166/ 2.0	2.9	2.4	1.7	2.1	2.3	177/4541	4112/ 8.2	9.5	8.4	135	1.7	135	2957	KSFO
17. KBAY-F (EZ)	165/ 2.0	2.1	2.0	2.2	2.0	2.1	206/2704	2137/ 4.3	4.8	5.0	85	1.1	90	1044	KBAY-F
18. KFOG-F (AOR)	164/ 2.0	2.1	2.0	2.0	1.8	2.0	171/3845	3663/ 7.3	7.2	5.6	140	2.0	162	3242	KFOG-F
19. KBLX-F (J/NA)	157/ 1.9	1.9	2.3	2.3	2.8	2.1	160/2961	2805/ 5.6	6.4	7.8	142	2.7	218	2995	KBLX-F
20. KKHI-AF (CL)	156/ 1.9	2.1	2.0	2.3	3.0	2.1	161/3272	3118/ 6.2	5.6	6.4	84	1.5	86	2122	KKHI-A
21. KITS-F (CHR)	152/ 1.8	2.3	2.7	2.6	3.0	2.3	159/3337	3209/ 6.4	7.2	7.1	89	3.0	247	3260	KITS-F
22. KBRG-F (SP)	127/ 1.5	1.1	0.8	1.0	0.8	1.1	131/1077	1051/ 2.1	1.8	1.6	120	1.1	88	946	KBRG-F
23. KNEW (C)	123/ 1.5	1.1	1.4	1.3	1.1	1.3	126/2019	1958/ 3.9	4.0	3.8	100	1.3	107	1875	KNEW
24. KDIA (B)	106/ 1.3	1.0	1.1	0.8	0.8	1.0	107/1560	1541/ 3.1	3.1	2.6	131	1.8	148	1732	KDIA
25. KHQT-F (CHR)	99/ 1.2	1.7	1.2	1.7	1.2	1.5	102/2010	1973/ 3.9	4.2	3.8	58	2.4	195	2700	KHQT-F
26. KYA -F (AC)	94/ 1.1	1.5	1.7	1.5	1.6	1.5	98/2518	2384/ 4.8	5.9	6.4	155	1.1	90	2130	KYA -F
KJAZ-F (J/NA)	94/ 1.1	1.3	0.7	1.1	0.8	1.0	95/1868	1818/ 3.6	2.3	2.5	118	1.3	106	1711	KJAZ-F
28. KARA-F (AC)	91/ 1.1	1.4	1.3	1.1	1.0	1.2	99/1971	1794/ 3.6	3.9	3.5	136	1.0	84	1343	KARA-F
29. KSJO-F (AOR)	88/ 1.1	1.1	1.1	1.4	1.6	1.2	99/2368	2036/ 4.1	4.2	4.7	100	1.6	131	2328	KSJO-F
30. KLOK (SP)	87/ 1.1	0.5	0.6	0.5	0.5	0.7	98/1274	1129/ 2.3	1.9	1.6	91	0.6	46	846	KLOK

12+ FM SHARE (METRO): 60.74% (4471 of 7361) (FAL 88: 65.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>	1 KMEL-F>	1 KOME-F<	1 KOIT-AF	1 KGO	1 KGO >	1 KGO	1 KGO	1 KGO >	1 KGO	1 KGO >>
2 KXXX-F	2 KRQR-F<	2 KOIT-AF<	KGO	2 KOIT-AF<	2 KCBS	2 KCBS >	2 KOIT-AF	2 KCBS <	2 KNBR	2 KCBS
3 KSOL-F	3 KOIT-AF	3 KMEL-F	3 KCBS	3 KCBS	3 KABL-AF	3 KMEL-F	3 KABL-AF	3 KOIT-AF	3 KMEL-F	3 KNBR >>
4	4 KKSF-F	4 KGO	4 KKSF-F	4 KKSF-F	4 KFRC	4 KOIT-AF	KCBS >	4 KMEL-F	4 KCBS >	4 KMEL-F>
5	5 KOME-F	5 KCBS	5 KMEL-F	5 KNBR <	5 KOIT-AF	5 KABL-AF	5 KMEL-F	5 KABL-AF	5 KSOL-F<	5 KOIT-F
6	6 KSOL-F	6 KRQR-F	6 KIOI-F<	6 KMEL-F<	6 KNBR >	6 KNBR >	KFRC	6 KFRC	6 KABL-AF	6 KKSF-F
7	7 KIOI-F<	7 KKSF-F	7 KRQR-F	7 KRQR-F	7 KDFC-AF	7 KFRC	7 KRQR-F	7 KIOI-F	KXXX-F	7 KSAN-F
8	8 KITS-F	8 KIOI-F	8 KNBR	KIOI-F	~~8 KSAN-F~~	8 KRQR-F	KKSF-F	8 KKSF-F<	8 KDFC-AF	8 KABL-F
9	9	9 KNBR	9	9 KABL-AF	KBAY-F	9 KXXX-F	9 KIOI-F	9 KXXX-F	9	9 KDFC-F<
10	10	10	10	10 KSAN-F	10 KKHI-AF	KSOL-F	10 KDFC-AF	KRQR-F	10	10 KRQR-F
							KSAN-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMEL-F>	1 KMEL-F	1 KOIT-AF	1 KOIT-AF	1 KOIT-AF>
2 KXXX-F	2 KOIT-AF	2 KKSF-F	2 KMEL-F	2 KCBS
3 KSOL-F	3 KSOL-F	3 KIOI-F	3 KIOI-F	3 KGO
KITS-F	4 KXXX-F<	4 KSOL-F	4 KSOL-F	4 KABL-AF<
5 KOIT-AF>	5 KIOI-F	5 KXXX-F	5 KCBS	5 KIOI-F
6 KIOI-F	6 KKSF-F	KMEL-F<	6 KXXX-F	6 KKSF-F<
7 KRQR-F	7 KRQR-F	7 KRQR-F	7 KGO	7 KBLX-F<
KHQT-F	8 KITS-F	8 KCBS	8 KKSF-F	8 KSOL-F
9	9	9	KBLX-F	KSAN-F
10	10	10	10 KSAN-F	10 KMEL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F	1 KMEL-F	1 KKSF-F<	1 KGO	1 KGO
2 KRQR-F	2 KOME-F	2 KOME-F	2 KRQR-F<	2 KCBS
3 KOME-F	3 KRQR-F	3 KMEL-F	3 KMEL-F<	3 KKSF-F
4 KNBR	4 KKSF-F	4 KRQR-F<	4 KCBS	4 KRQR-F
5 KOIT-AF	5 KFOG-F	5 KGO <	5 KOME-F	5 KOIT-AF
KITS-F	6 KGO	6 KFOG-F>	KNBR	KNBR
7 KSOL-F	7 KOIT-AF	7 KOIT-AF<	KKSF-F<	7 KFOG-F
8 KXXX-F	8 KITS-F	8 KCBS	8 KOIT-AF	8 KOME-F
9 KSJO-F	9 KNBR	9 KITS-F	9 KFOG-F	9
10 KWSS-F	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		989 (6)	989 (6)	13.4	15.7
AOR/CLASSIC		657 (4)	657 (4)	8.9	9.8
AC/OLDIES/SOFT ROCK	297 (3)	915 (7)	1212 (10)	16.5	18.2
MOR/VARIETY	309 (1)		309 (1)	4.2	3.0
COUNTRY	206 (3)	242 (2)	448 (5)	6.1	4.9
BLACK/URBAN	106 (1)	236 (1)	342 (2)	4.6	4.1
BEAUTIFUL/EASY	101 (1)	446 (2)	547 (3)	7.4	7.5
NEWS/TALK	1189 (2)		1189 (2)	16.2	14.8
NOSTALGIA	336 (2)		336 (2)	4.6	4.6
RELIGION/GOSPEL	47 (1)		47 (1)	0.6	1.1
SPANISH	237 (4)	127 (1)	364 (5)	4.9	2.2
CLASSICAL	62 (2)	309 (2)	371 (4)	5.0	6.5
JAZZ/NEW AGE		475 (3)	475 (3)	6.5	7.1
UNKNOWN/OTHERS		75 (2)	75 (2)	1.0	0.4
	2890 (20)	4471 (30)	7361 (50)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAZA	1290	Gilroy	0.4/0.6/ 39/ 431
KEEN	1370	San Jose	0.5/1.4/ 43/ 737
KEZR-F	106.5	San Jose	0.8/3.0/ 70/1611
KFAX	1100	San Francisco	0.6/1.7/ 53/ 899
KHTT-F	92.9	Healdsbrg/SnRsa	0.5/1.2/ 38/ 650
KIQI	1010	San Francisco	0.9/1.9/ 76/ 998
KKIS-F	92.1	Walnut Creek	0.4/1.4/ 38/ 760
KLIV	1590	San Jose	0.5/1.4/ 43/ 729
KNTA	1430	Santa Clara/SJ	0.5/0.6/ 45/ 324
KOFY	1050	San Mateo/SF	0.8/2.5/ 72/1270
KOFY-F	98.9	San Francisco	0.6/2.9/ 52/1477
KWSS-F	94.5	Gilroy	0.9/3.5/119/2652
KXFX-F	101.7	Santa Rosa	0.5/1.0/ 38/ 492
KYAY-F	95.3	Los Gatos	0.3/1.2/ 28/ 649
KZST-F	100.1	Santa Rosa	0.6/1.0/ 50/ 710
KRAK	1140	Sacramento	0.5/0.9/146/1938

RADIO STATIONS

KABL,	960,	5 KW (DA-1)	, EZ/SOFT AC	,	$ N/A	(Christal)	Shamrock
KCBS,	740,	50 KW (DA-2)	, NEWS/TALK	CBS,	$ 225.00	(CBS)	CBS
KDIA,	1310,	5 KW (DA-1)	, BLACK	,	$ 50.00	(---)	Ragan Henry
KFAX,	1100,	50 KW (DA-1)	, RELIGION	,	$ 45.00	(---)	Salem
KFRC,	610,	5 KW	, NOSTALGIA	MBS,TRNSTR,	$ 60.00	(Republic)	RKO
KGO ,	810,	50 KW	, NEWS/TALK	ABC I,	$ 340.00	(Banner)	Cap Cities/ABC
KIQI,	1010,	10 KW/500W (DA-1)	, HISPANIC	,	$ 57.00	(Caballers)	
KNBR,	680,	50 KW	, MOR	NBC,	$ 190.00	(Eastman)	Susquehanna
KNEW,	910,	5 KW (DA-N)	, COUNTRY	,	$ 70.00	(Katz)	Malrite
KOFY,	1050,	50 KW/1KW (DA-2)	, OLDIES	,	$ 55.00	(K & P)	
KSFO,	560,	5 KW (DA-N)	, OLDIES	US 2,	$ 100.00	(MMR)	King

FM STATIONS

KABL,	98.1,	100 KW @ 940,	EZ/SOFT AC	,	$ 160.00	(Christal)	Shamrock
KBLX,	102.9,	7 KW @ 1285,	JAZZ/URBAN	,	$ 145.00	(HNWH)	Inner City
KBRG,	104.9,	3 KW @ 300,	HISPANIC	,	$ 55.00	(Lotus)	
KDFC,	102.1,	33 KW @ 1000,	CLASSICAL	,	$ 75.00	(CMBS)	
KFOG,	104.5,	8 KW @ 1370,	AOR	SOURCE,	$ 125.00	(Eastman)	Susquehanna
KIOI,	101.3,	125 KW @ 1160,	AC	,	$ 140.00	(Durpetti)	Fairmont
KITS,	105.3,	15 KW @ 1200,	AOR/CHR	ABC F,	$ 100.00	(Republic)	Entercom
KJAZ,	92.7,	2 KW @ 550,	JAZZ	,	$ 80.00	(Roslin)	
KKHI,	95.7,	9 KW @ 1473,	CLASSICAL	,	$ 80.00	(HNWH)	Buckley
KKSF,	130.7,	8 KW @ 1470,	JAZZ/NAC	,	$ 140.00	(Banner)	Brown
KMEL,	106.1,	69 KW @ 1240,	CHR	,	$ 180.00	(Christal)	Century
KOFY,	98.9,	6 KW @ 1350,	AC	,	$ 70.00	(K & P)	Viacom
KOIT,	96.5,	33 KW @ 1410,	SOFT AC	,	$ 137.00	(Torbet)	Bonneville
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS,	$ 135.00	(CBS)	CBS
KSAN,	94.9,	35 KW @ 1290,	COUNTRY	,	$ 170.00	(Katz)	Malrite
KYA ,	93.3,	31 KW @ 593,	OLDIES	US 2,	$ 90.00	(MMR)	King
KSOL,	107.7,	9 KW @ 1590,	BLACK	APR,	$ 135.00	(MMR)	United
KXXX,	99.7,	45 KW @ 1240,	CHR	,	$ 140.00	(Mc-Guild)	John Hayes

CALL LETTER CHANGES

FORMAT CHANGES

KABL A/F changes to SOFT

STATION SALES

KOFY A/F sold to Viacom for $20,000,000 (LaRue)...KXXX-F from Emmis to John Hayes for $25,000,000.

MISCELLANEOUS COMMENTS: Many stations had reduced power or off the air for several days following the 17 October, 1989 earthquake.
AC/EZ (Dec)

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,211,400

MSA Rank/Pop: 30/1,460,000
San Francisco ADI
Average Person Ratings: 16.7
Market TSL: 21.75 hours

Stations: 41/16
Diaries: 1540/787:1/46.5%
Sample Target: 1400
% Below Line: NA
% Not Listed: NA

1989 Revenue: $29,400,000
HH Inc.: $44,492
Retail $: 12.3 Bil
Pop per Station: 75,712
#1 Biller: KOME-F $4,800,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F (EZ)	125/ 6.2	6.3	6.6	6.9	6.2	6.5	202/2557	1489/12.3	14.2	13.1	79	4.2	86	720	KBAY-F
2. KOME-F (AOR)	97/ 4.8	4.8	5.0	4.2	4.3	4.7	155/2355	1509/12.5	13.2	11.7	121	5.9	121	1746	KOME-F
3. KHQT-F (CHR)	91/ 4.5	6.2	4.1	6.3	4.4	5.3	102/2012	1721/14.2	14.1	12.4	58	8.3	170	2189	KHQT-F
4. KARA-F (AC)	84/ 4.2	5.2	5.2	3.7	3.5	4.6	97/1849	1566/12.9	13.3	10.9	131	3.6	73	1058	KARA-F
5. KWSS-F (CHR)	70/ 3.5	4.2	4.4	3.8	3.6	4.0	117/2583	1591/13.1	13.2	12.5	69	4.3	88	1530	KWSS-F
6. KEZR-F (AC)	63/ 3.1	3.7	4.4	2.8	3.6	3.5	67/1514	1273/10.5	11.4	9.7	132	2.8	58	981	KEZR-F
7. KLOK (SP)	48/ 2.4	1.2	1.1	1.1	1.2	1.5	71/927	500/ 4.1	2.9	3.3	92	0.6	12	345	KLOK
8. KSJO-F (AOR)	44/ 2.2	3.4	3.9	3.5	4.7	3.3	95/2148	1289/10.6	12.3	11.7	105	4.3	87	1473	KSJO-F
9. KLIV (BB)	39/ 1.9	1.3	2.3	1.7	2.5	1.8	43/702	627/ 5.2	5.8	4.8	47	1.6	32	342	KLIV
10. KDFC-AF (CL)	38/ 1.9	2.0	1.4	1.4	2.0	1.7	100/2176	959/ 7.9	5.1	5.8	121	0.9	19	450	KDFC-AI
11. KNTA (SP)	35/ 1.7	0.4	0.8	1.1	0.6	1.0	35/286	286/ 2.4	2.0	2.6	94	0.3	6	191	KNTA
12. KAZA (SP)	34/ 1.7	0.4	0.8	1.1	0.7	1.0	39/427	321/ 2.6	1.7	1.6	53	0.5	15	407	KAZA
13. KEEN (C)	26/ 1.3	2.3	3.4	2.4	1.7	2.3	33/663	510/ 4.2	5.5	4.5	108	1.9	39	377	KEEN
14. KYAY-F (C)	21/ 1.1	1.3	1.3	2.2	1.3	1.5	28/636	517/ 4.3	6.7	6.7	136				KYAY-F
15. KLRS-F (J/NA)	12/ 0.6	0.6	0.9	1.1	1.1	0.8	46/814	296/ 2.4	3.1	3.3	150	0.7	14	225	KLRS-F

12+ FM SHARE (METRO): NA (FAL 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>	1 KOME-F>	1 KOME-F	1 KOME-F	1 KOME-F	1 KBAY-F>>	1 KBAY-I<	1 KBAY-F>	1 KBAY-F	1 KHQT-F	1 KBAY-F>
2 KWSS-F	2 KHQT-F>	2 KARA-F	2 KARA-F	2 KARA-F	2 KARA-F	2 KARA-F<	2 KOME-F	2 KOME-F	2 KOME-F	2 KNTA
3	3 KWSS-F	3 KHQT-F	3 KEZR-F	3 KBAY-F	3 KLIV >	3 KOME-F	3 KARA-F	3 KHQT-F	KBAY-F	KARA-F<
4	4 KSJO-F	KEZR-F	4 KBAY-F	4 KEZR-F>	4 KDFC-AF	4 KHQT-F	4 KHQT-F	4 KARA-F	4 KWSS-F>	4 KOME-F
5	KEZR-F	5 KWSS-F	5 KHQT-F	5 KHQT-F	5 KEZR-F	5 KEZR-F	5 KEZR-F	5 KWSS-F	5 KLOK	KHQT-F
6	6 KARA-F	6	6	6 KWSS-F	6	6 KWSS-F	6	6	KEZR-F	6 KEZR-F>
7	7	7	7	7	7	7	7	7	7 KARA-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>	1 KHQT-F	1 KEZR-F	1 KARA-F	1 KARA-F	1 KWSS-F	1 KOME-F>>	1 KOME-F>>	1 KOME-F>>	1 KOME-F>
2 KLOK	2 KARA-F<	2 KOME-F	2 KEZR-F	2 KEZR-F	KHQT-F	2 KHQT-F	2 KSJO-F>	2 KHQT-F	2 KARA-F
KARA-F	3 KOME-F	KARA-F	3 KHQT-F	KBAY-F>	3 KOME-F>>	3 KWSS-F	3 KLOK	KARA-F	3 KBAY-F>
4 KWSS-F	KEZR-F>	4 KHQT-F>	4 KOME-F	4 KOME-F	4 KSJO-F	4 KSJO-F>	KHQT-F	4 KWSS-F	4 KSJO-F
KSJO-F	5 KLOK	5 KWSS-F	5 KWSS-F	KHQT-F	KEZR-F	5 KEZR-F	5 KEZR-F	5 KSJO-F	5 KEZR-F
KOME-F>	6 KWSS-F	KSJO-F	6 KBAY-F	6 KWSS-F	KAZA >>	6	6 KWSS-F	6 KEZR-F	6 KDFC-AF
7	KSJO-F	KLOK >	7	7	7	7	7	7	KLOK

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP					
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK					
MOR/VARIETY					
COUNTRY					
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					

OTHER RATED STATIONS — METRO CUME TSA TSA SHARE/RTG/AQH/CUME

See San Francisco for more about the following:

KABL-AF	2.1/5.3	KIOI-F	2.1/9.2	KOFY	.6/2.4
KBLX-F	1.0/3.7	KTTS-F	2.1/5.8	KOIT-AF	3.4/10.1
KBRG-F	4.2/4.8	KKHI-F	1.4/5.8	KRQR-F	.5/3.0
KCBS	5.4/18.3	KKSF-F	2.0/7.7	KSAN-F	2.4/5.9
KFOG-F	1.2/4.6	KMEL-F	2.0/7.7	KSFO	1.2/5.6
KFRC	1.8/5.2	KNBR	3.7/12.2	KYA-F	.5/3.8
KGO	1.8/157	KNEW	.4/1.8	KSOL-F	1.8/5.4
				KXXX-F	2.4/9.2
				KDON-F	.4/1.6

RADIO STATIONS

KAZA,	1290,	5 KW (DAYS,DA)	, HISPANIC	CRC, $ 36.00 (Caballero)	
KEEN,	1370,	5 KW (DA-2)	, COUNTRY	UPI, $ 45.00 (MMR)	
KLIV,	1590,	5 KW (DA-N)	, NOSTALGIA	, $ 40.00 (Eastman)	Empire
KLOK,	1170,	5 KW (DA-2)	, HISPANIC	, $ 40.00 (Katz Hisp.)	
KNTA,	1430,	1 KW (DA-1)	, HISPANIC	, $ 37.00 (Lotus)	
KARA-F,	105.7,	50 KW @ 500,	AC	, $ 80.00 (Eastman)	Empire
KYAY-F,	95.3,	.4 KW @ 860,	COUNTRY	, $ 47.00 (Durpetti)	
KBAY-F,	100.3,	15 KW @ 2580,	BTFL/EZ	, $ 85.00 (MMR)	Crown
KEZR-F,	106.5,	50 KW @ 430,	AC	, $ 62.00 (Christal)	
KHQT-F,	97.7,	1.7 KW @ 875,	CHR	, $ 50.00 (HNWH)	Anaheim
KOME-F,	98.5,	13 KW @ 880,	AOR	, $100.00 (Torbet)	Infinity
KSJO-F,	92.3,	50 KW @ 464,	AOR	ABC R, $ 82.00 (Katz)	Narragansett
KWSS-F,	94.5,	1 KW @ 2580,	CHR	, $ 93.00 (Mc-Guild)	Nationwide

KLRS - See Monterey-Santa Cruz

MISCELLANEOUS COMMENTS: KATD-F changes to KYAY-F (Dec)...KSJX changes from BUSINESS NEWS to simulcast with KSJO (Jan)...KLOK/KBRG-F sold for $15,000,000 (Blackburn)...KNTA sold for $2,000,000...

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,186,300
MSA Rank/Pop: 26 (Seattle) 2,450,000
MSA Rank/Pop: 91 (Tacoma)
ADI # 14
Average Person Ratings: 16.6
Market TSL: 22.0 hours

Stations: 31/31
Diaries: 1895/1154:1/52.4%
Sample Target: 1800
% Below Line: 0.0
% Not Listed: 10.0

1989 Revenue: $80,400,000
HH Inc.: $32,286
Retail $: 19.4 Bil
Pop per Station: 70,525
#1 Biller: KIRO $17,000,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPLZ-F	(CHR)	331/ 9.1	7.2	7.0	8.6	5.8	8.0	378/5070	4461/20.4	19.6	16.5	46	10.2	355	4802	KPLZ-F
2. KIRO	(N/T)	317/ 8.7	9.7	9.6	10.0	11.0	9.5	352/6493	5831/26.7	25.3	29.1	97	8.0	279	4580	KIRO
3. KUBE-F	(CHR)	218/ 6.0	8.7	7.0	6.9	8.1	7.2	239/4151	3807/17.4	19.6	22.3	92	8.8	307	4631	KUBE-F
4. KMPS-AF	(C)	212/ 5.8	7.4	5.0	5.7	5.5	6.0	256/3126	2740/12.5	10.2	12.3	122	7.3	233	2508	KMPS-AI
5. KOMO	(MOR)	193/ 5.3	4.5	6.0	5.5	5.5	5.3	222/4446	3844/17.6	16.0	16.7	77	5.6	194	2749	KOMO
6. KBRD-F	(EZ)	191/ 5.3	4.4	4.7	4.6	4.2	4.8	227/2431	2078/ 9.5	9.6	7.7	64	2.8	98	1276	KBRD-F
7. KISW-F	(AOR)	171/ 4.7	6.0	4.7	4.2	4.1	4.9	188/2879	2544/11.6	11.5	11.6	102	6.5	227	2563	KISW-F
8. KXRX-F	(AOR)	153/ 4.2	4.6	4.1	3.8	4.3	4.2	169/2515	2253/10.3	9.8	11.5	131	4.5	155	2751	KXRX-F
9. KIXI	(BB)	134/ 3.7	4.6	2.8	3.1	4.2	3.5	167/2215	1889/ 8.6	6.5	8.6	46	1.8	63	996	KIXI
10. KING-F	(CL)	128/ 3.5	2.9	3.7	3.6	3.6	3.4	141/2260	1873/ 8.6	8.9	9.2	111	2.7	94	1506	KING-F
11. KBSG-AF	(O)	121/ 3.3	3.0	3.6	3.7	3.3	3.4	162/2785	2242/10.3	9.2	10.7	145	3.3	114	1221	KBSG-AI
12. KZOK-F	(AOR)	115/ 3.2	2.0	2.3	2.2	2.4	2.4	137/2815	2433/11.1	8.6	8.3	122	3.4	118	2157	KZOK-F
13. KRPM-F	(C)	110/ 3.0	3.5	2.5	2.3	2.4	2.8	124/1894	1594/ 7.3	6.8	6.5	107	2.6	92	1261	KRPM-F
14. KLSY-AF	(AC)	107/ 3.0	3.1	3.8	3.1	2.2	3.3	115/2201	2072/ 9.5	9.6	7.9	90	2.9	97	1926	KLSY-AI
15. KLTX-F	(AC)	106/ 2.9	2.8	3.3	2.6	2.7	2.9	117/2303	1961/ 9.0	7.3	8.2	107	2.4	84	1153	KLTX-F
16. KING	(N/T)	100/ 2.8	2.4	2.8	2.7	3.0	2.7	108/2442	2065/ 9.4	8.3	7.9	93	2.6	92	1239	KING
17. KMGI-F	(AC)	92/ 2.5	2.0	2.7	2.8	2.6	2.5	94/1357	1260/ 5.8	5.9	8.0	148	1.7	58	659	KMGI-F
18. KSEA-F	(AC)	89/ 2.5	2.3	2.2	2.9	3.1	2.5	98/1793	1624/ 7.4	6.0	7.7	124	2.0	68	938	KSEA-F
19. KNUA-F	(J/NA)	67/ 1.8	1.8	2.5	2.2	2.7	2.1	74/1320	1250/ 5.7	5.1	6.8	161	2.8	98	1302	KNUA-F
20. KVI	(AC)	64/ 1.8	1.5	1.6	2.0	2.0	1.7	70/1572	1400/ 6.4	6.0	6.6	133	0.7	23	551	KVI
KCMS-F	(REL)	64/ 1.8	1.4	1.6	2.1	1.6	1.7	93/1374	1077/ 4.9	4.6	5.2	128	2.8	98	960	KCMS-F
22. KJR	(O)	57/ 1.6	1.1	2.0	1.7	1.6	1.6	57/1502	1457/ 6.7	7.9	6.2	112	1.4	48	754	KJR
23. KEZX-F	(AOR)	46/ 1.3	1.5	1.3	1.9	1.2	1.5	60/1127	804/ 3.7	4.1	4.2	146	1.2	42	634	KEZX-F
24.																
25.																

12+ FM SHARE (METRO): 69.51% (2273 of 3270) (FAL 88: 64.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KPLZ-F	1 KPLZ-F	1 KIRO	1 KIRO	1 KIRO >	1 KIRO >	1 KPLZ-F<	1 KPLZ-F	1 KPLZ-F	1 KIRO >>
2 KUBE-F	2 KISW-F	2 KUBE-F<	2 KMPS-AF	2 KMPS-AF	2 KBRD-F<	2 KPLZ-F	2 KMPS-AF	2 KIRO <	2 KIRO >	2 KISW-F>>
3	3 KXRX-F	3 KISW-F<	3 KXRX-F<	3 KXRX-F	3 KOMO	3 KOMO	3 KBRD-F<	3 KMPS-AF<	3 KUBE-F	3 KOMO
4	4 KUBE-F	4 KIRO	4 KUBE-F	KUBE-F	4 KMPS-AF<	4 KUBE-F<	4 KIRO	4 KUBE-F	4 KISW-F<	4 KPLZ-F>>
5	5 KZOK-F	5 KMPS-AF<	5 KISW-F	5 KISW-F<	5 KIXI	5 KMPS-AF	5 KIXI	5 KBRD-F	5 KXRX-F	5 KVI
6	6 KMPS-AF	6 KXRX-F>	6 KBSG-AF	6 KBSG-AF	6 KING-F	6 KISW-F	KISW-F<	6 KXRX-F	6 KLSY-AF<	6 KING
7	7 KMGI-F	7 KBSG-AF	7 KPLZ-F	7 KPLZ-F<	7 KING	7 KXRX-F>	7 KUBE-F	7 KISW-F>	7 KBRD-F	KBSG-F<
8	8 KIRO	KZOK-F	8	8 KOMO	8 KBSG-AF	8	8 KXRX-F<	8	8 KZOK-F	8 KLSY-F<
9	9	9	9	9	9	9	9 KING-F	9	9	9 KING-F<
10	10	10	10		10	10	10	10	10	10 KMPS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPLZ-F>>	1 KPLZ-F	1 KUBE-F	1 KPLZ-F	1 KMPS-AF
2 KUBE-F>	2 KUBE-F>	2 KMGI-F	2 KUBE-F	2 KUBE-F
3 KLSY-AF	3 KMGI-F	3 KMPS-AF	3 KMPS-AF>	3 KPLZ-F
4 KRPM-F	4 KMPS-AF	4 KPLZ-F>	4 KLSY-AF<	4 KIRO
KLTX-F	5 KLTX-F<	5 KLTX-F	5 KMGI-F	5 KOMO
6 KSEA-F	6 KLSY-AF	6 KZOK-F	6 KLTX-F	6 KBSG-AF
KISW-F	7 KSEA-F	KSEA-F	KIRO <	7 KMGI-F
8 KZOK-F	KISW-F	KISW-F	8 KBSG-AF	8 KLSY-AF
KXRX-F	9	9	KSEA-F	9 KSEA-F
			10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPLZ-F>	1 KISW-F	1 KXRX-F	1 KISW-F	1 KIRO
2 KISW-F>>	2 KXRX-F	2 KISW-F	2 KXRX-F	2 KXRX-F
3 KXRX-F<	3 KPLZ-F>	3 KZOK-F	3 KIRO	3 KISW-F
4 KUBE-F	4 KZOK-F>	4 KIRO >	4 KPLZ-F	4 KMPS-AF<
5 KLSY-AF	5 KIRO <	5 KMPS-AF	5 KZOK-F	5 KZOK-F
6 KZOK-F>	6 KUBE-F	6 KUBE-F	6 KMPS-AF<	6 KBSG-AF<
7	7 KMPS-AF	7	7 KUBE-F	7 KING-F
8	8	8	8 KBSG-AF	8 KUBE-F
9	9		9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		549 (2)	549 (2)	16.8	15.5
AOR/CLASSIC		485 (4)	485 (4)	14.8	12.1
AC/OLDIES/SOFT ROCK	131 (4)	505 (5)	636 (9)	19.4	15.9
MOR/VARIETY	193 (1)		193 (1)	5.9	6.1
COUNTRY	45 (2)	284 (2)	329 (4)	10.1	8.8
BLACK/URBAN	14 (1)		14 (1)	0.4	1.3
BEAUTIFUL/EASY		191 (1)	191 (1)	5.8	8.0
NEWS/TALK	417 (2)		417 (2)	12.8	15.5
NOSTALGIA	134 (1)		134 (1)	4.1	4.7
RELIGION/GOSPEL	48 (2)	64 (1)	112 (3)	3.4	3.1
SPANISH					
CLASSICAL		128 (1)	128 (1)	3.9	4.0
JAZZ/NEW AGE		67 (1)	67 (1)	2.0	4.5
UNKNOWN/OTHERS	15 (1)		15 (1)	0.5	0.4
	997 (14)	2273 (17)	3270 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCIS	630	Edmonds	0.8/3.5/41/949
KGNW	820	Burien/Seattle	0.5/1.9/19/461
KJUN	1450	Puyallup	0.4/0.5/15/109
KRIZ	1420	Renton/Seattle	0.4/0.7/14/146
KRPM	770	Seattle/Tacoma	0.2/1.2/ 7/264

RADIO STATIONS

AM STATIONS

KCIS,	630,	5 KW/2.5KW(DA-2),	RELIGION	UPI,	$ 40.00	(---)	
KING,	1090,	50 KW (DA-2)	, TALK	NBC,	$ 60.00	(MMR)	King
KIRO,	710,	50 KW (DA-N)	, NEWS/TALK	CBS,	$ 287.00	(Torbet)	Bonneville
KIXI,	880,	50 KW/10 KW(DA-2),	NOSTALGIA	,	$ 53.00	(Republic)	Noble
KJR ,	950,	5 KW (DA-1)	, AC	,	$ 55.00	(HNWH)	Ackerly
KOMO,	1000,	50 KW (DA-N)	, MOR	ABC I,	$ 160.00	(Katz)	
KVI ,	570,	5 KW	, OLDIES	,	$ 50.00	(Durpetti)	Golden West

FM STATIONS

KBRD,	103.7,	100 KW @ 1670,	BTFL/EZ	,	$ 76.00	(CBS)	Entercom
KBSG,	97.3,	19 KW @ 700,	OLDIES	,	$ 90.00	(Torbet)	Viacom
KCMS,	105.3,	115 KW @ 710,	RELIGION	UPI,	$ 47.00	(---)	
KEZX,	98.9,	100 KW @ 1095,	JAZZ/AOR	ABC E,	$ 60.00	(Republic)	Park
KING,	98.1,	100 KW @ 700,	CLASSICAL	,	$ 72.00	(MMR)	King
KISW,	99.9,	100 KW @ 1134,	AOR	,	$ 110.00	(Mc-Guild)	Nationwide
KLSY,	92.5,	100 KW @ 1085,	AC	APR, ABC C,	$ 87.00	(Banner)	Sandusky
KLTX,	95.7,	100 KW @ 1166,	SOFT AC	,	$ 64.00	(HNWH)	Ackerly
KMGI,	107.7,	100 KW @ 1175,	AC	,	$ 66.00	(Republic)	Noble
KMPS,	94.1,	98 KW @ 1140,	COUNTRY	APR,	$ 125.00	(Mc-Guild)	EZ
KNUA,	106.9,	100 KW @ 810,	JAZZ/NAC	ABC R,	$ 60.00	(Durpetti)	Gannett
KPLZ,	101.5,	100 KW @ 1185,	CHR	,	$ 85.00	(Durpetti)	Golden West
KRPM,	106.1,	100 KW @ 690,	COUNTRY	,	$ 66.00	(Christal)	Heritage
KSEA,	100.7,	100 KW @ 720,	SOFT AC	,	$ 71.00	(Torbet)	Bonneville
KUBE,	93.3,	100 KW @ 1273,	CHR	,	$ 150.00	(MMR)	Cook Inlet
KXRX,	96.5,	81 KW @ 1205,	CLASSIC AOR	,	$ 100.00	(Katz)	Shamrock
KZOK,	102.5,	100 KW @ 1157,	AOR	,	$ 74.00	(Banner)	

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KASY (Auburn) sold to Viacom for $1,700,000

SHREVEPORT

Arbitron Rank/Pop (12+): 110/330,500

MSA Rank/Pop: 129/365,000
ADI # 65
Average Person Ratings: 17.0
Market TSL: 22.75 hours

Stations: 16/15
Diaries: 792/417:1/56.7%
Sample Target: 730
% Below Line: 7.5
% Not Listed: 6.6

1989 Revenue: $9,100,000
HH Inc.: $23,300
Retail $: 2.4 Bil
Pop per Station: 22,033
#1 Biller: KRMD-AF $2,000,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRMD-AF (C)	102/18.1	13.8	17.6	11.8	12.6	----	156/1750	901/27.3	27.1	22.2	103	15.4	79	888	KRMD-AF
2. KMJJ-F (B)	65/11.6	9.5	13.0	7.5	7.7	----	70/707	650/19.7	18.5	18.0	110	12.9	73	666	KMJJ-F
3. KDKS-F (B)	64/11.4	11.0	9.9	18.8	13.9	----	80/854	705/21.3	19.1	17.3	83	17.0	96	734	KDKS-F
4. KVKI-F (AC)	50/ 8.9	6.7	4.8	6.4	7.1	----	59/781	596/18.0	17.2	14.8	129	4.8	27	440	KVKI-F
5. KITT-F (AC)	45/ 8.0	6.9	6.9	5.3	6.2	----	80/1152	620/18.8	19.3	19.4	156	7.1	40	500	KITT-F
6. KTUX-F (CHR)	42/ 7.5	6.4	7.3	11.7	9.0	----	110/1622	556/16.8	18.6	19.9	63	10.8	61	691	KTUX-F
7. KEEL (BB)	35/ 6.2	8.4	4.6	3.5	3.4	----	44/678	422/12.8	14.6	12.8	87	3.2	18	313	KEEL
8. KWKH (C)	34/ 6.0	7.5	4.4	4.6	5.5	----	48/717	410/12.4	12.1	11.1	50	3.4	19	233	KWKH
9. KOKA (REL)	28/ 5.0	5.8	8.2	----	0.3	----	32/332	286/ 8.7	8.4	10.6	68	3.5	20	331	KOKA
10. KWKH-F (C)	25/ 4.4	6.0	4.0	4.6	5.3	----	38/699	430/13.0	13.4	14.5	116	4.1	23	392	KWKH-F
KTAL-F (AOR)	25/ 4.4	7.3	5.3	5.9	7.1	----	75/1054	416/12.6	13.6	13.3	139	10.1	57	611	KTAL-F

12+ FM SHARE (METRO): 78.10% (410 of 525) (FAL 88: 75.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDKS-F	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF>>	1 KRMD-AF>>	1 KRMD-AF>>	1 KRMD-AF>	1 KDKS-F	1 KDKS-F<
2 KTUX-F	2 KDKS-F	2 KMJJ-F<	2 KMJJ-F	2 KMJJ-F<	2 KEEL <	2 KVKI-F	2 KVKI-F	2 KMJJ-F<	2 KMJJ-F>	2 KMJJ-F<
3 KMJJ-F>>	3 KMJJ-F<	3 KDKS-F	3 KITT-F	3 KITT-F	3 KWKH	3 KMJJ-F	3 KMJJ-F<	3 KDKS-F	3 KTUX-F	3 KOKA <
4 KTAL-F	4 KVKI-F	4 KVKI-F	4 KVKI-F	4 KVKI-F	4 KMJJ-F	KITT-F<	4 KITT-F	4 KVKI-F<	4 KRMD-AF>	4 KRMD-F
5	5 KTUX-F	5 KITT-F>	5 KDKS-F	5 KDKS-F	5 KOKA	5 KDKS-F	5 KDKS-F	5 KITT-F	5 KITT-F	5 KWKH-F
6	6 KITT-F	6 KTUX-F	6	6	6 KWKH-F	6 KWKH <	6 KEEL	6 KTUX-F	6 KVKI-F	6
					7 KVKI-F	7 KEEL				
					KITT-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTUX-F	1 KTUX-F	1 KITT-F	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF>>	1 KRMD-AF>
KDKS-F	KDKS-F	2 KVKI-F	2 KVKI-F	KITT-F	2 KDKS-F>>	2 KDKS-F	2 KTAL-F	2 KMJJ-F	2 KMJJ-F>
3 KRMD-AF	3 KVKI-F	3 KMJJ-F	KMJJ-F<	3 KVKI-F	3 KTUX-F	3 KMJJ-F	KMJJ-F>	KDKS-F>	3 KVKI-F
4 KVKI-F	4 KMJJ-F	4 KTUX-F	4 KDKS-F	4 KMJJ-F	4 KVKI-F	4 KVKI-F	4 KVKI-F	4 KVKI-F	4 KTAL-F
KMJJ-F>>	KITT-F	KDKS-F	5 KITT-F	5 KDKS-F>	5 KMJJ-F	KTAL-F	5 KDKS-F	5 KITT-F	KITT-F
6 KITT-F	6 KRMD-AF	6 KRMD-AF>	6 KTUX-F	6 KEEL	6	6	6 KITT-F>>	6 KTAL-F	KDKS-F
		7 KTAL-F		7 KTUX-F					

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		42 (1)	42 (1)	8.0	8.2
AOR/CLASSIC		25 (1)	25 (1)	4.8	5.9
AC/OLDIES/SOFT ROCK		95 (2)	95 (2)	18.1	13.1
MOR/VARIETY					
COUNTRY	45 (3)	119 (2)	164 (5)	31.2	30.9
BLACK/URBAN		129 (2)	129 (2)	24.6	26.0
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	35 (1)		35 (1)	6.7	6.1
RELIGION/GOSPEL	32 (3)		32 (3)	6.1	9.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6	
	115 (8)	410 (8)	525 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KASO	1240	Minden	0.5/1.8/ 3/ 59
KBCL	1070	Bossr City/Shrv	0.4/1.7/ 2/ 55
KFLO	1300	Shreveport	0.4/2.5/ 3/ 98
KIOU	1480	Shreveport	0.5/1.8/ 3/ 61

RADIO STATIONS

KEEL, 710, 50 KW/5 KW (DA-2) , NOSTALGIA ABC I, $ 27.00 (Katz) Multimedia
KMJJ, 980, 5 KW (DAYS) , BLACK SBN, $ N/A (HNWH)
KOKA, 1480, 1 KW (DAYS) , GOSPEL NBN, SBN, $ 17.00 (HNWH)
KWKH, 1130, 50 KW (DA-N) , COUNTRY MBS, $ N/A (Christal) Great Empire

KDKS-F, 92.1, 3 KW @ 300, BLACK , $ 21.00 (Mc-Guild) (BENTON)
KITT-F, 93.7, 100 KW @ 1020, CHR ABC F, $ 34.00 (Katz) Multimedia
KMJJ-F, 100.1, 3 KW @ 300, BLACK SBN, $ 27.00 (HNWH)
KRMD-F, 101.1, 100 KW @ 1154, COUNTRY , $ 48.00 (Republic) AmCom

KTAL-F, 98.1, 100 KW @ 1328, AOR , $ 24.00 (Banner) (TEXARAKANA)
KVKI-F, 96.5, 100 KW @ 790, AC , $ 31.00 (Christal)
KWKH-F, 94.5, 100 KW @ 320, COUNTRY MBS, $ 40.00 (Christal) Great Empire
KTUX-F, 98.9, 100 KW @ 720, CHR , $ 33.00 (Banner) (CHARTHAGE)

MISCELLANEOUS COMMENTS: KMJJ-F sold to Sun Group for $2,400,000 (Barger)...KBCL changes from NOSTALGIA to RELIGION (Jan)...

SPOKANE

Arbitron Rank/Pop (12+): 99/354,000

MSA Rank/Pop: 130/358,000
ADI # 76
Average Person Ratings: 15.7
Market TSL: 21.0 hours

Stations: 18/18
Diaries: 715/495:1/57.7%
Sample Target: 750
% Below Line: 0.0
% Not Listed: 12.4

1989 Revenue: $10,600,000
HH Inc.: $23,560
Retail $: 2.6 Bil
Pop per Station: 19,666
#1 Biller: KGA/KDRK-F $2,400,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KZZU-F (CHR)	80/14.4	15.6	14.8	16.9	15.2	----	119/1549	1020/28.8	31.2	27.7	56	24.7	143	1297	KZZU-F
2. KISC-F (AC) **	56/10.1	9.2	10.9	8.4	8.3	----	75/1031	686/19.4	18.3	16.9	136	5.0	29	639	KISC-F
3. KXLY-F (EZ) **	53/ 9.5	11.1	9.9	13.8	10.7	----	80/953	585/16.5	17.0	16.8	60	7.8	45	588	KXLY-F
4. KEZE-F (AOR)	49/ 8.8	7.2	5.6	6.4	7.0	----	64/692	494/14.0	15.1	13.6	95	10.0	58	705	KEZE-F
5. KDRK-F (C)	43/ 7.7	8.6	8.9	6.8	11.1	----	77/958	549/15.5	17.3	17.4	117	10.4	60	925	KDRK-F
6. KXLY (N/T)**	32/ 5.7	4.6	6.8	5.1	6.3	----	42/665	526/14.9	12.2	14.5	82	5.5	32	503	KXLY
KKZX-F (AOR)	32/ 5.7	6.3	5.8	3.9	4.4	----	36/578	481/13.6	11.7	12.6	123	8.1	47	568	KKZX-F
8. KGA (C)	31/ 5.6	4.1	5.5	4.5	6.1	----	46/648	486/13.7	11.2	12.3	96	4.3	25	334	KGA
9. KKPL-F (AC)	29/ 5.2	5.3	3.1	4.9	5.4	----	46/847	590/16.7	13.9	10.9	142	3.8	22	608	KKPL-F
10. KTRW (C)	27/ 4.8	2.4	2.7	4.3	0.4	----	35/355	296/ 8.4	5.7	5.9	98	1.9	11	161	KTRW
11. KJRB (AC)	15/ 2.7	2.2	1.4	3.1	3.0	----	20/338	275/ 7.8	8.8	6.1	137	3.1	18	259	KJRB
12. KAAR-F (AC)	11/ 2.0	1.7	----	----	----	----	11/302	262/ 7.4	3.9	0.0	165	2.9	17	252	KAAR-F
13. KEYF-F (J/NA)	10/ 1.8	0.5	1.5	1.4	3.5	----	14/249	222/ 6.3	2.6	3.1	183	1.4	8	133	KEYF-F
14. KAQQ (MOR)	7/ 1.3	3.3	3.1	2.7	2.8	----	26/408	178/ 5.0	6.5	7.9	0	0.3	2	104	KAQQ

12+ FM SHARE (METRO): 75.20% (367 of 488) (FAL 88: 74.17%)
** Stations determined to have engaged in a special station activity.

TEENS	18-34	18-49	12-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F	1 KEZE-F	1 KZZU-F	1 KISC-F>	1 KISC-F>	1 KXLY-F>	1 KZZU-F	1 KISC-F<	1 KZZU-F>	1 KZZU-F>>	1 KDRK-F>
2	2 KZZU-F	2 KISC-F	2 KEZE-F	2 KDRK-F	2 KXLY	2 KISC-F	2 KZZU-F<	2 KISC-F	2 KEZE-F	2 KISC-F>
3	3 KISC-F>	3 KEZE-F>	3 KZZU-F	3 KEZE-F	3 KDRK-F	3 KDRK-F	3 KXLY-F<	3 KEZE-F	3 KKZX-F	3 KXLY
4	4 KKZX-F>	4 KKZX-F	4 KKZX-F	4 KZZU-F	4 KTRW	4 KXLY-F	4 KEZE-F>	4 KXLY-F>	KKPL-F	4 KKPL-F
5	5 KDRK-F	5 KDRK-F	KDRK-F	5 KKPL-F	5 KISC-F	5 KEZE-F<	5 KDRK-F	5 KDRK-F	5 KXLY-F	5
6	6 KKPL-F	6 KKPL-F	6 KKPL-F	6 KKZX-F	6 KGA	6 KXLY	6	6	6 KJRB	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZZU-F>	1 KISC-F	1 KISC-F>	1 KISC-F	1 KISC-F>	1 KZZU-F	1 KEZE-F	1 KEZE-F>	1 KEZE-F	1 KISC-F
2 KISC-F	2 KZZU-F<	2 KEZE-F	2 KZZU-F	2 KDRK-F	2 KEZE-F>>	2 KZZU-F>	2 KISC-F	2 KZZU-F>	2 KEZE-F
3 KEZE-F	3 KEZE-F	3 KKPL-F	3 KDRK-F	3 KZZU-F	3 KKZX-F>>	3 KKZX-F	3 KKZX-F>	3 KKZX-F<	3 KKZX-F>
KDRK-F>	4 KDRK-F	4 KZZU-F	4 KKPL-F	4 KKPL-F	4 KISC-F	4 KISC-F>	4 KZZU-F	4 KISC-F	4 KZZU-F
5 KKPL-F	5 KKPL-F	KDRK-F	5 KEZE-F	5 KEZE-F	5	5 KGA	5 KGA	5	KXLY-F
6 KKZX-F	6	6 KKZX-F	6	6	6	6	6 KJRB >	6	KGA
									KDRK-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		80 (1)	80 (1)	16.4	21.2
AOR/CLASSIC		81 (2)	81 (2)	16.6	13.0
AC/OLDIES/SOFT ROCK	20 (2)	100 (4)	120 (6)	24.6	18.4
MOR/VARIETY	7 (1)		7 (1)	1.4	3.5
COUNTRY	58 (2)	43 (1)	101 (3)	20.7	19.4
BLACK/URBAN					
BEAUTIFUL/EASY		53 (1)	53 (1)	10.9	11.3
NEWS/TALK	32 (1)		32 (1)	6.6	7.8
NOSTALGIA					2.1
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		10 (1)	10 (1)	2.0	1.7
UNKNOWN/OTHERS	4 (2)		4 (2)	0.8	1.2
	121 (8)	367 (10)	488 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCDA-F	103.1	Cr Dalene/PstFl	0.7/2.0/ 4/ 71
KFVR	1050	Dishman/Spokane	0.9/4.5/ 5/ 170
KHDL	630	Opportunity	0.4/2.1/ 2/ 79
KVNI	1080	Coeur D Alene	0.4/3.4/ 2/ 137

RADIO STATIONS

KAQQ, 590, 5 KW , MOR TRNSTR, CNN, $ 16.00 (Katz) Home News
KFVR, 1050, 5 KW/500 W, DA-1) , NOSTALGIA ABC E, $ 14.00 (Republic)
KGA , 1510, 50 KW (DA-N) , COUNTRY ABC I, $ 21.00 (Eastman) John Price
KJRB, 790, 5 KW (DA-N) , OLDIES , $ 17.00 (Mc-Guild) Apollo
KTRW, 970, 5 KW/1 KW (DA-N) , COUNTRY US 2, $ 18.00 (Christal) Olympia
KXLY, 920, 5 KW , NEWS/TALK CBS, MBS, $ 21.00 (Torbet)

KAAR-F, 95.3, 1 KW @ 680, ?? , $ 14.00 (---) (MEDICAL LAKE)
KCDA-F, 103.1, 2 KW @ 350, AC TRNSTR, $ 10.00 (Republic) (COEUR D'ALENE)
KDRK-F, 93.7, 56 KW @ 2380, COUNTRY US 1, $ 35.00 (Eastman) John Price
KEYF-F, 101.1, 100 KW @ 900, JAZZ/NAC , $ 17.00 (Republic) (CHENEY)
KEZE-F, 105.7, 100 KW @ 1910, AOR , $ 30.00 (Mc-Guild) Apollo

KISC-F, 98.1, 94 KW @ 2030, AC , $ 36.00 (Katz) Home News
KKPL-F, 96.1, 56 KW @ 2380, AC , $ 27.00 (Republic)
KKZX-F, 98.9, 100 KW @ 1614, CLASSIC AOR , $ 28.00 (Banner) Medina
KXLY-F, 99.9, 37 KW @ 2998, BTFL/EZ , $ 32.00 (Torbet)
KZZU-F, 92.9, 85 KW @ 2110, CHR , $ 40.00 (Christal) Olympia

MISCELLANEOUS COMMENTS: KEYF-A changes to KFVR (Oct)...

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 73/502,000

MSA Rank/Pop: 86/592,000
ADI # 97
Average Person Ratings: 16.9
Market TSL: 22.00 hours

Stations: 28/13
Diaries: 927/542:1/51.8%
Sample Target: 890
% Below Line: 35.1
% Not Listed: 13.9

1989 Revenue: $12,000,000
HH Inc.: $28,374
Retail $: 4.8 Bil
Pop per Station: 38,615
#1 Biller: WHYN-AF $5,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAQY-F (AOR)	81/ 9.6	10.7	9.8	8.6	8.2	9.7	92/1151	1031/20.5	24.5	20.2	87	11.8	101	1379	WAQY-F
2. WMAS-F (AC)	72/ 8.5	8.0	9.2	7.3	10.2	8.3	74/944	908/18.1	18.3	21.0	134	5.5	47	685	WMAS-F
WHYN-F (AC)	72/ 8.5	9.7	11.5	8.2	10.3	9.5	85/1290	1157/23.0	24.2	24.8	134	9.6	82	1200	WHYN-F
4. WMAS (BB)	65/ 7.7	4.0	5.3	5.9	4.7	5.7	65/575	566/11.3	11.0	9.1	17	4.8	41	526	WMAS
5. WTIC-F (CHR)	64/ 7.5	10.5	7.6	9.1	7.9	8.7	64/1056	1050/20.9	22.5	23.1	68	10.8	92	1375	WTIC-F
6. WHYN (MOR)	60/ 7.1	7.8	8.3	5.3	5.5	7.1	62/823	803/16.0	19.4	17.2	107	5.3	45	604	WHYN
7. WRCH-F (EZ)	55/ 6.5	6.1	7.2	10.1	8.7	7.5	57/736	710/14.1	16.3	15.4	97	5.4	46	454	WRCH-F
8. WCCC-F (AOR)	35/ 4.1	3.1	2.2	2.9	2.5	3.1	35/553	535/10.7	10.8	10.5	80	3.2	27	436	WCCC-F
9. WWYZ-F (C)	32/ 3.8	3.0	3.5	2.6	2.2	3.2	35/394	346/ 6.9	8.4	5.2	153	3.2	27	369	WWYZ-F
10. WDRC-F (AC)	24/ 2.8	2.0	1.7	2.6	2.5	2.3	26/416	406/ 8.1	8.6	8.5	171	2.9	25	488	WDRC-F
11. WNNZ (AC)	19/ 2.2	1.8	2.7	3.5	1.8	2.5	19/323	308/ 6.1	7.1	5.6	186	1.8	15	206	WNNZ
12. WHMP-F (CHR)	18/ 2.1	2.9	2.4	3.2	3.2	2.7	24/515	435/ 8.7	8.9	9.0	62	2.1	18	403	WHMP-F
13.															

12+ FM SHARE (METRO): 70.55% (515 of 730) (FAL 88: 73.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F>>	1 WAQY-F	1 WHYN-F<	1 WHYN-F	1 WMAS-F	1 WHYN	1 WHYN-F<	1 WAQY-F	1 WAQY-F>	1 WAQY-F
2 WAQY-F	2 WHYN-F<	2 WHYN-F	2 WMAS-F	WMAS-F>	2 WHYN-F<	2 WHYN-F	2 WMAS-F<	2 WHYN-F	2 WTIC-F>	2 WHYN
3	3 WTIC-F>	3 WMAS-F	3 WAQY-F	3 WAQY-F	3 WMAS	3 WMAS-F	3 WAQY-F	3 WTIC-F	3 WRCH-F	3 WTIC-F
4	4 WCCC-F	4 WTIC-F>	4 WHYN-F	4 WHYN	4 WRCH-F	4 WMAS	4 WMAS	4 WMAS-F	4 WHYN	WMAS
5	5 WMAS-F	5 WHYN	5 WRCH-F	5 WRCH-F	5 WHYN-F	5 WTIC-F	5 WRCH-F	5 WRCH-F	5 WMAS-F	5 WTIC
6	6	6	6	6	6	6 WAQY-F	6 WTIC-F	WMAS	6	6 WHMP-F
7	7	7	7	7	7	7	7 WHYN	7 WHYN	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WHYN-F	1 WHYN-F>>	1 WHYN-F	1 WIXY >	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F>>	1 WAQY-F
2 WHYN-F>	2 WTIC-F>>	2 WRCH-F	2 WTIC-F	2 WMAS-F	2 WCCC-F>>	2 WCCC-F	2 WMAS-F>>	2 WCCC-F	2 WMAS-F>
3 WAQY-F>	3 WAQY-F	3 WTIC-F	3 WMAS-F>	3 WRCH-F	3 WTIC-F	3 WTIC-F	3 WHCN-F	WMAS-F	3 WHYN-F
4 WMAS-F	4 WMAS-F	WMAS-F	4 WRCH-F	4 WHYN-F	4 WHYN-F>	4 WMAS-F	WCCC-F	4 WHYN-F>	4 WHYN
WHMP-F>	5	5 WHCN-F	WHYN	5 WTIC-F	5 WHCN-F	5 WHCN-F	WAAF-F	5	5
6 WDRC-F>	6	WAQY-F>	6	6 WWYZ-F	WAAF-F>	WHYN-F	6	6	6
7	7	7	7	7	7	7		7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		91 (3)	91 (3)	12.5	14.2
AOR/CLASSIC	4 (1)	145 (4)	149 (5)	20.4	16.7
AC/OLDIES/SOFT ROCK	19 (1)	175 (4)	194 (5)	26.6	30.9
MOR/VARIETY	96 (4)		96 (4)	13.2	11.0
COUNTRY	3 (1)	32 (1)	35 (2)	4.8	3.1
BLACK/URBAN					
BEAUTIFUL/EASY		68 (3)	68 (3)	9.3	12.2
NEWS/TALK	18 (2)		18 (2)	2.5	3.6
NOSTALGIA	68 (2)		68 (2)	9.3	6.1
RELIGION/GOSPEL	7 (1)		7 (1)	1.0	0.4
SPANISH					0.7
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	0.5	0.9
	215 (12)	515 (16)	730 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WACE	730	Chicopee	0.8/3.1/ 7/ 165
WHMP	1400	Northampton	1.7/4.6/ 15/ 238
WIXY	1600	East Longmeadow	0.4/1.8/ 4/ 104
WREB	930	Holyoke	0.8/3.5/ 7/ 183
WSPR	1270	Springfield	1.3/6.2/ 11/ 322
WTTT	1430	Amherst	0.4/1.4/ 8/ 88
WAAF-F	107.3	Worcester	1.9/9.0/ 28/ 555
WBZ	1030	Boston	0.7/1.6/ 7/ 115
WFAN	660	New York	0.5/1.1/ 5/ 61
WHCN-F	105.9	Hartford	1.5/7.2/ 14/ 375
WIOF-F	104.1	Waterbury	0.8/3.6/ 7/ 183
WKSS-F	95.7	Hartford	1.1/8.4/ 9/ 422
WLVH-F	93.7	Hartford	0.9/1.2/ 8/ 60
WRSI-F	95.3	Greenfield	0.5/1.6/ 13/ 145
WSRS-F	96.1	Worcester	0.6/3.2/ 7/ 207
WTIC	1080	Hartford	1.9/7.1/ 17/ 380

RADIO STATIONS

WHMP, 1400, 1 KW , MOR NBC, $ 18.00 (K & P)
WHYN, 560, 5 KW/1 KW (DA-2) , MOR/AC ABC I, $ 35.00 (Mc-Guild) Wilkes-Schwartz
WMAS, 1450, 1 KW , NOSTALGIA MBS, $ 28.00 (Banner) Lappin
WNNZ, 640, 50 KW/1 KW (DA-2) , OLDIES US 2, CBS, $ 25.00 (---)
WREB, 930, 500 W (DAYS) , , $ 13.00 (---)
WSPR, 1270, 5 KW/1 KW (DA-2) , TALK MBS, APR, $ 20.00 (Roslin)

WAQY-F, 102.1, 27 KW @ 650, AOR ABC F, $ 55.00 (Katz) Sunshine
WHMP-F, 99.3, 3 KW @ 300, CHR , $ 25.00 (K & P)
WHYN-F, 93.1, 9 KW @ 1000, AC , $ 64.00 (Mc-Guild) Wilkes-Schwartz
WMAS-F, 94.1, 50 KW @ 360, AC , $ 56.00 (Banner) Lappin

OTHER RANKED STATIONS -- See Hartford

STOCKTON

Arbitron Rank/Pop (12+): 90/392,400
MSA Rank/Pop: 104/479,000
Sacramento ADI
Average Person Ratings: 15.7
Market TSL: 21.00 hours

Stations: 33/9
Diaries: 725/541:1/44.2%
Sample Target: 780
% Below Line: 58.5
% Not Listed: 17.6

1989 Revenue: $7,800,000
HH Inc.: $27,343
Retail $: 2.8 Bil
Pop per Station: 43,600
#1 Biller: KWG/KYBB-F $1,900,000

12+ METRO			1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1.	KHOP-F	(CHR)	42/ 6.8	10.4	4.4	6.5	7.0	----	42/869	869/22.1	25.0	18.0	93	10.6	62	931	KHOP-F
2.	KNBR	(MOR)	38/ 6.2	4.6	3.0	3.6	3.7	----	38/641	641/16.3	10.7	9.4	97	5.3	31	439	KNBR
3.	KBEE-F	(EZ)	36/ 5.9	3.8	5.5	6.1	6.6	----	36/532	532/13.6	9.8	11.4	102	2.4	14	276	KBEE-F
4.	KRAK	(C)	35/ 5.7	5.6	9.1	6.3	5.6	----	35/410	410/10.4	10.3	15.0	128	5.1	30	340	KRAK
5.	KJOY-F	(EZ)	34/ 5.5	4.8	2.7	3.5	7.6	----	34/374	374/ 9.5	10.7	8.1	104	0.9	5	163	KJOY-F
6.	KMEL-F	(CHR)	27/ 4.4	4.3	2.1	3.1	1.7	----	27/365	365/ 9.3	11.2	6.5	55	4.1	24	439	KMEL-F
7.	KDJK-F	(AOR)	25/ 4.1	5.1	3.2	5.6	3.9	----	25/315	315/ 8.0	9.0	7.5	146	5.8	34	338	KDJK-F
8.	KFMR-F	(C)	21/ 3.4	3.1	6.5	5.0	4.3	----	21/393	393/10.0	9.8	13.3	88	6.3	37	412	KFMR-F
9.	KYBB-F	(O)	19/ 3.1	3.6	3.6	2.5	3.7	----	19/285	285/ 7.3	9.7	9.7	174	2.0	12	174	KYBB-F
10.	KCBS	(N/T)	18/ 2.9	3.9	3.2	2.9	5.2	----	18/428	428/10.9	10.4	9.6	31	3.1	18	287	KCBS
11.	KWG	(O)	17/ 2.8	4.1	4.1	5.2	5.2	----	17/285	285/ 7.3	9.1	7.3	161	3.8	22	272	KWG
	KSTN-F	(SP)	17/ 2.8	1.2	2.8	2.9	2.3	----	17/249	249/ 6.3	3.2	6.4	118	2.0	12	238	KSTN-F
13.	KRAK-F	(C)	16/ 2.6	2.3	3.3	3.8	1.9	----	16/254	254/ 6.5	7.1	7.3	92	1.7	10	209	KRAK-F
14.	KGO	(N/T)	14/ 2.3	2.0	2.2	2.1	1.9	----	14/279	279/ 7.1	4.7	4.5	39	2.0	12	214	KGO
	KFRC	(BB)	14/ 2.3	5.4	1.3	1.5	1.0	----	14/241	241/ 6.1	6.8	3.9	26	1.5	9	122	KFRC

12+ FM SHARE (METRO): 63.91% (324 of 507) (FAL 88: 63.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KRAK	1 KRAK	1 KNBR <	1 KBEE-F	1 KJOY-F<	1 KNBR	1 KNBR >>
2 KMEL-F>	2 KDJK-F>	2 KDJK-F	2 KNBR	2 KHOP-F	KBEE-F	2 KHOP-F>	2 KJOY-F	2 KHOP-F>	2 KMEL-F	2 KDJK-F
3 KSOL-F	3 KMEL-F>	3 KNBR	KDJK-F	3 KNBR	3 KNBR	3 KRAK	3 KRAK	3 KNBR	3 KHOP-F	3 KRAK
KSTN	4 KZAP-F	4 KJOY-F<	4 KYBB-F	KDJK-F	4 KJOY-F	4 KBEE-F	4 KHOP-F	KMEL-F	4 KJOY-F	KFBK
5	KSFM-F	5 KMEL-F	5 KRAK	KBEE-F	5	5 KCBS	5 KDJK-F	KBEE-F	5	KCBS
6	6	6 KYBB-F	KJOY-F	6 KJOY-F<	6	6	6	6	6	6
				7 KYBB-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F	1 KHOP-F>	1 KHOP-F	1 KHOP-F>	1 KBEE-F	1 KSFM-F>	1 KDJK-F	1 KDJK-F	1 KDJK-F	1 KRAK
2 KHOP-F>	2 KMEL-F	2 KDJK-F>	2 KYBB-F	KYBB-F	2 KHOP-F	2 KHOP-F>	2 KHOP-F>>	2 KHOP-F	KDJK-F
3 KFMR-F>	KDJK-F>	3 KYBB-F	KJOY-F	3 KJOY-F	3 KMEL-F	3 KMEL-F	3 KZAP-F	3 KNBR	3 KNBR
4 KVFX-F	4 KNBR	4 KZAP-F	4 KNBR	4 KRAK	KDJK-F	4 KSFM-F	KOSO-F	4 KRAK	4 KHOP-F
KSOL-F	KYBB-F	KNBR	5 KMEL-F	KHOP-F	KJOY-F	5 KJOY-F	KMEL-F>	5 KMEL-F	5 KZAP-F
KSFM-F	KWIN-F	KWIN-F>>	6	6	6 KVFX-F	6	6	6	KWG
KSTN					KWIN-F				

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		98 (5)	98 (5)	19.3	18.7
AOR/CLASSIC		48 (4)	48 (4)	9.5	6.8
AC/OLDIES/SOFT ROCK	26 (3)	29 (2)	55 (5)	10.8	13.5
MOR/VARIETY	38 (1)		38 (1)	7.5	5.7
COUNTRY	47 (3)	40 (3)	87 (6)	17.2	25.3
BLACK/URBAN		13 (1)	13 (1)	2.6	0.4
BEAUTIFUL/EASY		72 (3)	72 (3)	14.2	10.9
NEWS/TALK	41 (3)		41 ( )	8.1	7.4
NOSTALGIA	14 (1)		14 (1)	2.8	1.6
RELIGION/GOSPEL					
SPANISH	17 (2)	17 (1)	34 (3)	6.7	8.0
CLASSICAL					
JAZZ/NEW AGE		7 (1)	7 (1)	1.4	1.8
UNKNOWN/OTHERS					
	183 (13)	324 (20)	507 (33)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCVR	1570	Lodi	1.6/4.2/ 10/ 163
KJAX	1280	Stockton	0.8/4.0/ 5/ 157
KSTN	1420	STOCKTON	2.0/10.0/ 12/ 391
KWIN-F	97.7	LODI	2.0/9.6/ 12/ 377
KCTC-F	96.1	Sacramento	0.3/1.4/ 2/ 54
KFBK	1530	SACRAMENTO	1.5/2.9/ 9/ 112
KLOC	920	Ceres	0.8/2.0/ 5/ 78
KOSO-F	93.1	PATTERSON/MDSTO	1.6/4.5/ 10/ 175
KQPT-F	100.5	SACRAMENTO	1.1/3.8/ 7/ 150
KRQR-F	97.3	SAN FRANCISCO	0.3/1.3/ 2/ 52
KSAN-F	94.9	San Francisco	0.5/1.5/ 3/ 59
KSFM-F	102.5	WOODLAND	1.6/5.1/ 10/ 199
KSFO	560	SAN FRANCISCO	0.7/2.7/ 4/ 107
KSOL-F	107.7	SAN MATEO	2.1/4.2/ 13/ 164
KTRB	860	MODESTO/STOCKTN	0.3/2.3/ 2/ 92
KVFX-F	96.7	Manteca	1.3/4.2/ 8/ 163
KWOD-F	106.5	SACRAMENTO	1.1/5.9/ 7/ 230
KZAP-F	98.5	SACRAMENTO	2.1/5.3/ 13/ 207

RADIO STATIONS

KJAX,	1280,	1 KW (DA-N)	, NEWS/TALK	ABC E, $	12.00 (Christal)		
KSTN,	1420,	5 KW/1KW (DA-2)	, HISPANIC	ABC C, $	16.00 (Roslin)		
KWG ,	1230,	1 KW	, OLIDES	MBS, $	18.00 (Katz)	Home News	
KCVR,	1570,	5 KW (DAYS, DA)	, HISPANIC	$	14.00 (Caballero)		
KFMR-F,	100.1,	3 KW @ 300,	COUNTRY	, $	24.00 (CBS)		
KJOY-F,	99.3,	3 KW @ 300,	SOFT AC	ABC E, $	23.00 (Christal)		
KSTN-F,	107.3,	8 KW @ 1610,	HISPANIC	ABC C, $	17.00 (Roslin)		
KYBB-F,	100.9,	3 KW @ 300,	OLDIES	, $	24.00 (Katz)	Home News	(TRACY)
KWIN-F,	97.7,	3 KW @ 300,	CHR	, $	27.00 (MMR)		(LODI)

OTHER RANKED STATIONS - See Modesto or Sacramento...MISCELLANEOUS COMMENTS: KFOY-A changes to KJAX...KJAX-F changes to KJOY-F KJOY now programs SOFT AC and KJAX programs NEWS/

SYRACUSE

Arbitron Rank/Pop (12+): 66/540,300

MSA Rank/Pop: 74/651,000
ADI # 70
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 23/17
Diaries: 991/545:1/59.9%
Sample Target: 920
% Below Line: 6.6
% Not Listed: 14.3

1989 Revenue: $17,000,000
HH Inc.: $30,327
Retail $: 4.6 Bil
Pop per Station: 31,782
#1 Biller: WYYY-F $5,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYYY-F (AC)	128/14.1	15.7	11.8	14.7	13.8	14.1	160/2214	1730/32.0	31.4	33.6	149	10.5	96	1324	WYYY-F
2. WNTQ-F (CHR)	103/11.4	10.0	13.9	15.3	12.6	12.6	133/2053	1561/28.9	30.7	30.4	65	14.6	134	1860	WNTQ-F
3. WSYR (MOR)	87/ 9.6	10.0	10.8	10.0	14.2	10.1	106/1565	1366/25.3	23.4	28.9	73	7.5	69	1071	WSYR
4. WRHP-F (EZ)	63/ 6.9	6.6	6.5	7.7	6.6	6.9	75/928	675/12.5	11.7	11.0	70	4.9	45	495	WRHP-F
5. WAQX-F (AOR)	61/ 6.7	7.3	7.8	6.2	8.0	7.0	73/1180	1018/18.8	18.7	19.0	118	12.1	111	1628	WAQX-F
6. WKFM-F (AOR)	56/ 6.2	7.3	7.4	5.9	6.0	6.7	71/1342	1000/18.5	18.7	15.6	134	9.6	88	846	WKFM-F
7. WSEN-AF (O)	50/ 5.5	5.8	5.8	4.9	4.8	5.5	60/858	762/14.1	16.5	13.0	180	4.4	32	665	WSEN-AI
8. WFBL (BB)	41/ 4.5	2.8	0.7	----	----	2.0	45/580	493/ 9.1	2.7	0.0	20	2.5	23	289	WFBL
9. WHEN (MOR)	30/ 3.3	3.3	4.2	3.2	4.6	3.5	31/748	617/11.4	15.2	14.9	112	4.4	40	477	WHEN
10. WEZG-F (EZ)	28/ 3.1	2.7	2.7	4.6	4.2	3.3	28/522	513/ 9.5	9.1	11.2	119	2.4	22	577	WEZG-F

12+ FM SHARE (METRO): 73.87% (574 of 777) (FAL 88: 74.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F	1 WYYY-F	1 WYYY-F>	1 WYYY-F>>	1 WYYY-F>>	1 WSYR >	1 WYYY-F	1 WYYY-F>	1 WYYY-F	1 WYYY-F	1 WSYR <
2	2 WNTQ-F	2 WNTQ-F	2 WSEN-AF	2 WSEN-AF	2 WYYY-F	2 WSYR <	2 WRHP-F<	2 WNTQ-F>	WNTQ-F	2 WYYY-F>>
3	3 WAQX-F	3 WAQX-F<	3 WKFM-F<	3 WKFM-F	WRHP-F>	3 WNTQ-F>>	3 WNTQ-F	3 WAQX-F	3 WSYR	3 WSEN-F
4	4 WKFM-F	4 WKFM-F	4 WAQX-F	4 WAQX-F	4 WFBL	4 WAQX-F	4 WAQX-F	4 WRHP-F	4 WAQX-F	4 WNTQ-F
5	5	5 WSEN-AF	5 WNTQ-F	5 WNTQ-F	5 WSEN-AF	5 WSEN-AF<	5 WSYR <	WKFM-F	5 WKFM-F	5 WEZG-F
6	6	6	6	6 WSYR	6	6 WRHP-F	6 WSEN-AF	6 WSYR	6 WRHP-F	6 WAQX-F
						7 WHEN	WKFM-F			
							WFBL			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNTQ-F>>	1 WYYY-F	1 WYYY-F>>	1 WYYY-F>	1 WYYY-F>>
2 WYYY-F	2 WNTQ-F>>	2 WNTQ-F	2 WNTQ-F>>	2 WNTQ-F>
3 WKFM-F>	3 WAQX-F	3 WAQX-F>	3 WKFM-F	3 WSEN-AF
4 WAQX-F>>	4 WKFM-F	4 WKFM-F>>	4 WAQX-F	4 WSYR
5	5	5	5 WSEN-AF	WRHP-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F	1 WAQX-F	1 WAQX-F	1 WYYY-F	1 WYYY-F
2 WAQX-F>	2 WYYY-F<	2 WKFM-F	2 WAQX-F	2 WSEN-AF<
3 WYYY-F>	3 WKFM-F	3 WYYY-F>>	3 WKFM-F	3 WKFM-F
4 WKFM-F	4 WNTQ-F	4 WNTQ-F	4 WSEN-AF	4 WAQX-F>
5 WOUR-F	5	5	5 WNTQ-F	5 WSYR

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		106 (2)	106 (2)	13.6	15.2
AOR/CLASSIC		133 (3)	133 (3)	17.1	17.4
AC/OLDIES/SOFT ROCK	3 (1)	181 (3)	184 (4)	23.7	22.9
MOR/VARIETY	121 (3)		121 (3)	15.6	22.3
COUNTRY	15 (1)	42 (3)	57 (4)	7.3	6.4
BLACK/URBAN					
BEAUTIFUL/EASY		91 (2)	91 (2)	11.7	12.3
NEWS/TALK					
NOSTALGIA	64 (3)		64 (3)	8.2	0.5
RELIGION/GOSPEL		12 (1)	12 (1)	1.5	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		9 (1)	9 (1)	1.2	1.3
	203 (8)	574 (15)	777 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WMCR	1600	Oneida	0.4/1.1/ 5/ 91
WMHR-F	102.9	Syracuse	1.3/3.5/ 23/ 261
WNDR	1260	Syracuse	1.7/6.1/ 17/ 362
WSCP-F	101.7	Pulaski	1.8/2.1/ 24/ 175
WSGO	1440	Oswego	1.0/1.2/ 9/ 79
WXRA	1220	North Syracuse	1.5/3.4/ 22/ 197
WFRG-F	96.1	Rome/Utica	0.8/2.7/ 33/ 465
WLZW-F	98.7	Utica/Rome	0.3/1.7/ 19/ 317
WOUR-F	96.9	Utica	1.8/5.2/ 32/ 478
WPCX-F	106.9	Auburn	2.1/5.9/ 50/ 727
WRCK-F	107.3	Utica	1.0/3.2/ 22/ 361
WUUU-F	102.5	Rome/Utica	0.7/1.5/ 24/ 277

RADIO STATIONS

WFBL,	1390,	5 KW (DA-N)	, NOSTALGIA	CNN,	$ 17.00 (Christal)	Wilkes-Schwartz	
WHEN,	620,	5 KW/1 KW (DA-N)	, MOR/AC	ABC E,	$ 34.00 (Banner)	Park	
WNDR,	1260,	5 KW (DA-N)	, COUNTRY	CBS,	$ 18.00 (Mc-Guild)	Osborn	
WSYR,	570,	5 KW (DA-2)	, MOR	NBC,	$ 77.00 (Katz)	NewCity	
WAQX-F,	95.7,	25 KW @ 300,	AOR	ABC R,	$ 46.00 (MMR)	Atlantic Ventures	
WEZG-F,	100.9,	3 KW @ 165,	SOFT AC	,	$ 28.00 (Durpetti)	---	
WKFM-F,	104.7,	50 KW @ 500,	AOR	SOURCE,	$ 34.00 (Christal)	Wilkes-Schwartz	
WMHR-F,	102.9,	20 KW @ 780,	RELIGION	,	$ 10.00 (---)		
WNTQ-F,	93.1,	97 KW @ 660,	CHR	,	$ 50.00 (Mc-Guild)	Osborn	
WRHP-F,	107.9,	50 KW @ 500,	BTFL/EZ	ABC D,	$ 38.00 (Banner)	Park	
WSEN-F,	92.1,	25 KW @ 300,	OLDIES	,	$ 32.00 (HNWH)	Buckley	
WYYY-F,	94.5,	100 KW @ 650,	AC	,	$ 106.00 (Katz)	NewCity	
WPCX-F,	106.9,	45 KW @ 530,	COUNTRY	SMN,	$ 18.00 (Market)	Scott	(AUBURN)

MISCELLANEOUS COMMENTS: WEZG-F changes to EZ/SOFT AC...

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,803,700

MSA Rank/Pop: 21/2,070,000
ADI # 15
Average Person Ratings: 18.8
Market TSL: 24.75 hours

Stations: 26/23
Diaries: 1649/1094:1/49.9%
Sample Target: 1640
% Below Line: 8.3
% Not Listed: 10.7

1989 Revenue: $60,500,000
HH Inc.: $24,733
Retail $: 16.0 Bil
Pop per Station: 78,421
#1 Biller: WRBQ-F $17,500,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFLZ-F	(AC)	392/11.6	2.6	3.5	2.7	4.3	5.1	481/4751	3660/20.3	9.5	11.8	76	11.9	364	3615	WFLZ-F
2. WQYK-F	(C)	301/ 8.9	7.5	7.8	6.1	7.6	7.6	326/3343	2785/15.4	14.4	13.9	119	6.4	197	2309	WQYK-F
3. WRBQ-F	(CHR)	298/ 8.8	13.9	14.6	14.9	14.5	13.1	346/5196	4211/23.3	31.8	33.0	116	13.1	399	5094	WRBQ-F
4. WWRM-F	(AC)	278/ 8.2	9.9	7.5	6.3	9.4	8.0	357/4412	3666/20.3	20.2	20.2	98	6.7	206	2263	WWRM-F
5. WUSA-F	(AC)	266/ 7.9	5.0	5.9	5.6	4.8	6.1	278/3254	2894/16.0	14.3	12.2	154	4.8	147	1683	WUSA-F
6. WYNF-F	(AOR)	191/ 5.6	7.4	6.8	7.5	6.9	6.8	331/3729	2441/13.5	13.7	15.0	132	10.4	319	3005	WYNF-F
7. WDUV-F	(EZ)	183/ 5.4	6.2	6.7	6.8	6.4	6.3	321/3527	2133/11.8	11.2	11.8	30				WDUV-F
8. WNLT-F	(AC)	132/ 3.9	4.4	5.7	4.3	4.1	4.6	151/2288	1922/10.7	14.0	12.4	159	3.8	115	2079	WNLT-F
9. WFLA	(N/T)	128/ 3.8	5.0	4.2	6.3	4.7	4.8	162/2212	1763/ 9.8	9.8	10.4	84	3.5	1081	518	WFLA
10. WGUL-AF	(BB)	119/ 3.5	3.8	3.7	5.5	3.3	4.1	119/1350	1309/ 7.3	7.4	6.3	6	3.9	117	1057	WGUL-AI
11. WYUU-F	(O)	81/ 2.4	1.4	1.7	2.3	1.6	2.0	102/1314	989/ 5.5	4.0	4.4	154	1.7	53	772	WYUU-F
12. WHVE-F	(J/NA)	78/ 2.3	2.8	3.0	3.1	1.4	2.8	126/1992	1302/ 7.2	7.4	6.0	191				WHVE-F
13. WKRL-F	(AOR)	76/ 2.2	1.9	3.2	3.1	3.7	2.6	82/1577	1385/ 7.7	8.9	9.3	182	4.4	135	1592	WKRL-F
14. WLVU-F	(BB)	73/ 2.2	1.5	1.2	0.8	1.2	1.4	73/745	736/ 4.1	2.8	3.4	14	0.7	20	382	WLVU-F
15. WSUN	(N/T)	69/ 2.0	2.2	2.6	1.9	2.7	2.2	101/1753	1318/ 7.3	6.4	7.4	40	1.9	57	893	WSUN
16. WDAE	(BB)	65/ 1.9	2.6	3.9	3.0	2.7	2.8	67/955	866/ 4.8	5.7	5.2	5	1.9	59	719	WDAE
17. WTMP	(B)	60/ 1.8	2.5	1.6	2.4	2.1	2.1	60/681	681/ 3.8	4.4	4.6	128	1.4	44	927	WTMP
18. WTKN	(N/T)	53/ 1.6	1.0	1.1	0.9	0.9	1.1	61/1379	1131/ 6.3	4.0	4.3	69	0.9	28	629	WTKN
19. WLFF	(BB)	42/ 1.2	1.5	0.9	1.2	1.4	1.2	61/636	498/ 2.8	1.8	2.0	17				WLFF
20. WHBO	(O)	38/ 1.1	1.1	0.4	0.9	0.7	0.9	38/466	450/ 2.5	1.7	3.0	173	1.3	41	601	WHBO

12+ FM SHARE (METRO): 81.14% (2452 of 3022) (FAL 88: 79.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WFLZ-F>	1 WFLZ-F	1 WUSA-F	1 WUSA-F	1 WQYK-F<	1 WRBQ-F	1 WWRM-F	1 WFLZ-F	1 WFLZ-F>	1 WTKN >>
2 WRBQ-F	2 WYNF-F	2 WRBQ-F	2 WRBQ-F	2 WQYK-F<	2 WWRM-F	WFLZ-F	WFLZ-F	2 WQYK-F	2 WRBQ-F	2 WQYK-F>>
3	3 WRBQ-F>	3 WUSA-F	3 WQYK-F<	3 WRBQ-F	3 WUSA-F	3 WQYK-F	3 WQYK-F	3 WRBQ-F	3 WWRM-F	3 WUSA-F
4	4 WNLT-F	4 WYNF-F	4 WFLZ-F	4 WFLZ-F	4 WDUV-F>	4 WYNF-F	4 WUSA-F	4 WUSA-F	4 WQYK-F	WFLA
5	5 WQYK-F<	5 WQYK-F	5 WYNF-F	5 WWRM-F	5 WRBQ-F<	WUSA-F	5 WRBQ-F>	5 WWRM-F>	5 WUSA-F<	5 WWRM-F
6	6 WUSA-F	6 WWRM-F	6 WWRM-F	6 WYNF-F	6 WGUL-AF<	6 WWRM-F	6 WDUV-F	6 WYNF-F<	6 WYNF-F	WFLZ-F
7	7 WKRL-F	7 WNLT-F	7 WNLT-F	7 WNLT-F>	7 WFLA	7	7 WYNF-F	7 WDUV-F	7	7 WRBQ-F
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F>>	1 WFLZ-F>	1 WFLZ-F	1 WFLZ-F	1 WUSA-F	1 WFLZ-F>>	1 WFLZ-F	1 WYNF-F	1 WFLZ-F	1 WQYK-F<
2 WRBQ-F>>	2 WRBQ-F	2 WNLT-F	2 WRBQ-F	2 WWRM-F<	2 WYNF-F>	2 WYNF-F>	2 WFLZ-F	2 WYNF-F	2 WUSA-F
3 WYNF-F	3 WNLT-F>	3 WUSA-F	3 WUSA-F	3 WRBQ-F	3 WRBQ-F>	3 WRBQ-F	3 WRBQ-F<	3 WRBQ-F	3 WYNF-F<
4 WNLT-F	4 WUSA-F<	4 WRBQ-F	4 WNLT-F<	4 WQYK-F	4 WWRM-F>	4 WQYK-F	4 WQYK-F>	4 WUSA-F	4 WRBQ-F
5 WQYK-F>	5 WYNF-F>	5 WYNF-F	5 WWRM-F	5 WFLZ-F	5 WNLT-F	5 WKRL-F	5 WKRL-F	5 WQYK-F>	5 WFLZ-F
6 WWRM-F	6 WQYK-F	6 WHVE-F	6 WQYK-F	6 WNLT-F	6 WUSA-F	6 WUSA-F<	6 WUSA-F	6 WWRM-F	6
7 WUSA-F>>	7 WWRM-F	WKRL-F	7	7	WKRL-F	7 WNLT-F	7 WNLT-F	7	7
8	8	8	8	8	8	8	8	8	8
	9	9	9	9	9	9	9	9	9
10	10	10	10	10		10	10	10	10

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP	27 (1)	298 (1)	325 (2)	10.8	17.7
AOR/CLASSIC		267 (2)	267 (2)	8.8	11.9
AC/OLDIES/SOFT ROCK	38 (1)	1149 (5)	1187 (6)	39.3	27.5
MOR/VARIETY					
COUNTRY	7 (1)	301 (1)	308 (2)	10.2	12.8
BLACK/URBAN	29 (1)		29 (1)	1.0	3.5
BEAUTIFUL/EASY		183 (1)	183 (1)	6.1	7.5
NEWS/TALK	250 (3)		250 (3)	8.3	6.3
NOSTALGIA	142 (3)	157 (2)	299 (5)	9.9	8.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					1.8
JAZZ/NEW AGE		97 (2)	97 (2)	3.2	1.6
UNKNOWN/OTHERS	17 (1)		17 (1)	0.6	1.0
	510 (11)	2452 (14)	3022 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WPAS	1400	Zephyrhills	0.5/0.7/ 17/ 123
WQYK	1010	Seffner/Tampa	0.2/1.5/ 11/ 356
WRBQ	1380	St Petersburg	0.8/5.4/ 27/ 996
WRXB	1590	St Pete Bch/Tam	0.9/2.0/ 29/ 386
WPCV-F	97.5	Wintr Haven/lak	0.6/2.8/ 85/1245

RADIO STATIONS

AM STATIONS

WDAE,	1250,	5 KW (DA-N)	, NOSTALGIA	ABC I,	$ 54.00 (Mc-Guild)	Gannett
WFLA,	970,	5 KW (DA-2)	, NEWS/TALK	ABC I,	$ 68.00 (Eastman)	Jacor
WHBO,	1040,	5 KW (DAYS)	, OLDIES	,	$ 38.00 (MMR)	Metroplex
WLFF,	680,	1 KW (DAYS)	, NOSTALGIA	,	$ 27.00 (---)	Century
WQYK,	1010,	50 KW/5 KW (DA-2)	, BASICALLY A SIMULCAST WITH WQYK-F			
WRBQ,	1380,	5 KW (DA-N)	, SIMULCAST WITH WRBQ-F			
WRXB,	1590,	5 KW/1 KW (DA-2)	, BLACK	NBN, ABC C,	$ 26.00 (---)	
WSUN,	620,	10 KW (DA-N)	, NEWS/TALK	CBS, MBS,	$ 71.00 (CBS)	CBS
WTKN,	570,	5 KW/10 KW (DA-2)	, TALK	MBS, NBC,	$ 48.00 (HNWH)	Susquehanna
WTMP,	1150,	5 KW/2.5 KW (DA-2)	, BLACK	SBN,	$ 34.00 (HNWH)	
WGUL,	860,	2 KW/1.6 KW (DA-2)	, SIMULCAST WITH WGUL-F			

FM STATIONS

WFLZ,	93.3,	99 KW @ 1350,	CHR	ABC E,	$ 60.00 (Eastman)	Jacor
WGUL,	105.5,	3 KW @ 300,	NOSTALGIA	MBS,	$ 44.00 (Roslin)	Marcocci
WXTB,	97.9,	100 KW @ 649,	AOR	SOURCE,	$ 79.00 (Banner)	Sandusky
WLVU,	106.3,	3 KW @ 300,	NOSTALGIA	,	$ 35.00 (---)	
WNLT,	95.7,	100 KW @ 650,	AC	,	$ 84.00 (MMR)	Metroplex
WQYK,	99.5,	100 KW @ 550,	COUNTRY	,	$ 136.00 (Katz)	Infinity
WRBQ,	104.7,	100 KW @ 555,	CHR	ABC F,	$ 325.00 (Christal)	Edens
WUSA,	100.7,	100 KW @ 630,	AC	,	$ 108.00 (Mc-Guild)	Gannett
WWRM,	107.3,	100 KW @ 649,	SOFT AC	,	$ 80.00 (Durpetti)	Cox
WYUU,	92.5,	50 KW @ 500,	OLDIES	UPI,	$ 48.00 (CMBS)	Entercom
WYNF,	94.9,	100 KW @ 1360,	AOR	RADRAD,	$ 98.00 (CBS)	CBS
WHVE,	102.5,	100 KW @ 570,	JAZZ/NAC	,	$ 58.00 (HNWH)	Susquehanna (SARASOTA)
WDUV,	103.3,	100 KW @ 649,	BTFL/EZ	MBS,	$ 60.00 (Christal)	(BRADENTON)

CALL LETTER CHANGES

WXCR-F changes to WYUU (Oct)
WKRL changes to WXTB (Jan)

WKRL changes to WXTB (Jan)

FORMAT CHANGES

WYUU-F changes from CLASSICAL to OLDIES...WXTB changes from CLASSIC AOR to AOR (Jan)...

STATION SALES

WXTB (WKRL) From Sandusky to Great American for $16,500,00 (E) (Chapman)...WTIS sold for $1,700,000...

TOLEDO

Arbitron Rank/Pop (12+): 72/502,600
MSA Rank/Pop: 81/615,000
ADI # 63
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 24/15
Diaries: 1027/489:1/52.3%
Sample Target: 1010
% Below Line: 10.6
% Not Listed: 13.5

1989 Revenue: $14,700,000
HH Inc.: $29,055
Retail $: 5.2 Bil
Pop per Station: 33,506
#1 Biller: WTOD/WKKO-F $3,200,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F	(AOR)	105/12.7	9.7	12.9	11.4	12.2	11.7	177/2201	1235/24.6	23.6	23.5	100	19.0	158	1512	WIOT-F
2. WKKO-F	(C)	89/10.7	10.9	9.6	9.1	10.7	10.1	132/1645	1027/20.4	19.2	19.1	134	9.0	75	821	WKKO-F
3. WRQN-F	(CHR)	87/10.5	11.6	11.3	11.8	9.0	11.3	109/1966	1434/28.5	24.9	26.1	74	13.9	116	1542	WRQN-F
4. WLQR-F	(EZ)	86/10.4	8.2	8.7	9.3	7.4	9.1	120/1419	981/19.5	18.9	17.2	86	5.8	48	688	WLQR-F
5. WWWM-F	(AC)	63/ 7.6	9.9	6.9	9.1	7.6	8.6	88/1218	981/19.5	18.4	19.1	162	6.2	42	717	WWWM-F
6. WMHE-F	(CHR)	62/ 7.5	9.3	7.7	9.7	8.9	8.6	141/2752	1448/28.8	25.6	29.7	111	9.2	77	1435	WMHE-F
7. WSPD	(MOR)	49/ 5.9	5.5	5.7	5.7	5.2	5.7	56/980	810/16.1	15.6	16.0	64	5.2	43	667	WSPD
8. WJR	(MOR)	30/ 3.6	4.9	6.8	4.0	4.7	4.8	116/1563	524/10.4	15.8	12.0	69	3.2	27	520	WJR
9. WTOD	(C)	29/ 3.5	2.4	3.3	2.6	6.1	3.0	30/256	242/ 4.8	7.5	7.7	46	2.2	18	197	WTOD
10. WCWA	(O)	23/ 2.8	1.7	2.3	1.3	2.8	2.0	23/354	354/ 7.0	7.9	8.7	143	1.6	13	256	WCWA
11. CKLW	(BB)	21/ 2.5	4.9	3.6	3.3	3.9	3.6	65/902	392/ 7.8	6.8	8.4	44	2.3	19	369	CKLW
12. WVOI	(B)	14/ 1.7	2.7	3.2	2.8	3.7	2.6	14/259	259/ 5.2	7.6	7.8	65	5.3	44	367	WVOI

12+ FM SHARE (METRO): 75.45% (541 of 717) (FAL 88: 68.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F<	1 WKKO-F	1 WLQR-F	1 WKKO-F	1 WIOT-F<	1 WIOT-F	1 WIOT-F<	1 WSPD >>
2 WMHE-F>	2 WRQN-F	2 WRQN-F<	2 WWWM-F<	2 WIOT-F<	2 WKKO-F>	2 WRQN-F<	2 WLQR-F	2 WLQR-F	2 WRQN-F	2 WKKO-F
3 WIOT-F	3 WWWM-F	3 WWWM-F<	3 WKKO-F>	3 WWWM-F>	3 WSPD >	3 WIOT-F>	3 WKKO-F	3 WRQN-F<	3 WSPD >	3 WIOT-F>
4	4 WMHE-F>	4 WKKO-F	4 WMHE-F	4 WLQR-F	4 WTOD <	4 WLQR-F<	4 WWWM-F	4 WKKO-F	4 WMHE-F	4 WVOI
5	5 WKKO-F	5 WMHE-F>	5 WRQN-F<	5 WMHE-F	5 WJR	5 WSPD	5 WMHE-F	5 WMHE-F	5 WLQR-F	5 WRQN-F
6	6	6 WLQR-F	6 WLQR-F	6 WRQN-F>	6 WWWM-F	6 WWWM-F	6 WRQN-F	6 WWWM-F	6 WWWM-F	6 WCWA

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRQN-F>	1 WRQN-F	1 WWWM-F>	1 WRQN-F	1 WWWM-F<	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F
2 WIOT-F>	2 WIOT-F<	2 WRQN-F	2 WWWM-F	2 WKKO-F>	2 WRQN-F>	2 WRQN-F	2 WWWM-F	2 WKKO-F	2 WKKO-F>
3 WMHE-F>	3 WWWM-F	3 WMHE-F	3 WKKO-F<	3 WRQN-F<	3 WMHE-F>>	3 WMHE-F	3 WMHE-F>	3 WWWM-F	3 WWWM-F
4 WWWM-F>	4 WMHE-F>	WKKO-F	4 WMHE-F	4 WLQR-F	4 WIQB-F	4 WWWM-F>	4 WRQN-F	4 WRQN-F	4 WLQR-F
5 WKKO-F>	5 WKKO-F	WIOT-F>>	5 WIOT-F>	5 WMHE-F>	WKKO-F>>	5 WKKO-F	WKKO-F>	5 WMHE-F	5 WMHE-F>
6	6	6	6 WLQR-F	6 WIOT-F>	6	6	6	6 WLQR-F	6 WRQN-F
	7		7	7 WSPD		7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		149 (2)	149 (2)	20.8	20.5
AOR/CLASSIC		114 (2)	114 (2)	15.9	15.2
AC/OLDIES/SOFT ROCK	23 (1)	74 (3)	97 (4)	13.5	15.2
MOR/VARIETY	79 (2)		79 (2)	11.0	11.4
COUNTRY	36 (2)	89 (1)	125 (3)	17.4	19.3
BLACK/URBAN	14 (1)	14 (2)	28 (3)	3.9	5.2
BEAUTIFUL/EASY		86 (1)	86 (1)	12.0	8.5
NEWS/TALK					
NOSTALGIA	21 (1)		21 (1)	2.9	4.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	3 (1)	15 (3)	18 (4)	2.5	0.4
	176 (8)	541 (14)	717 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFOB	1430	Toledo	0.4/1.1/ 7/ 181
WMTR-F	95.9	Rchbold/Wauseon	1.0/1.5/ 14/ 175
WOHO	1470	Toledo	0.8/4.5/ 13/ 322
WRED-F	95.7	Gibsonburg/Tol	0.5/2.6/ 8/ 202
CKMR-F	93.9	Windsor	0.4/2.6/ 14/ 351
WGPR-F	107.5	Detroit	0.4/2.0/ 3/ 101
WIQB-F	102.9	Ann Arbor	0.7/2.6/ 21/ 365
WJLB-F	97.9	Detroit	1.3/3.3/ 12/ 181
WQTE-F	95.3	Adrian	0.6/1.3/ 25/ 252
WRIF-F	101.1	Detroit	1.1/2.8/ 19/ 358

RADIO STATIONS

WCWA, 1230, 1 KW , OLDIES MBS, CBS, $ 20.00 (Eastman) Reams
WOHO, 1470, 1 KW (DA-2) , COUNTRY , $ 16.00 (Durpetti)
WSPD, 1370, 5 KW (DA-N) , MOR NBC, $ 42.00 (Katz) WHP, Inc.
WTOD, 1560, 5 KW (DAYS, DA) , COUNTRY ABC I, $ 31.00 (Country) Booth
WVOI, 1520, 1 KW (DA-2) , BLACK SBN, $ 19.00 (Roslin)

WIOT-F, 104.7, 50 KW @ 500, AOR SOURCE, $ 60.00 (Eastman) Reams
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ , $ 46.00 (Katz) WHP, Inc.
WRQN-F, 93.5, 2 KW @ 400, CHR , $ 26.00 (Banner) (BOWLING GREEN)
WKKO-F, 99.9, 50 KW @ 500, COUNTRY ABC F, $ 51.00 (MMR) Booth
WWWM-F, 105.5, 2.7 KW @ 341, AC , $ 43.00 (Durpetti)
WMHE-F, 92.5, 50 KW @ 480, CHR ABC F, $ 79.00 (Christal) Osborn

MISCELLANEOUS COMMENTS: WVOI sold out of receivership for $663,000...

TUCSON

Arbitron Rank/Pop (12+): 63/551,100
MSA Rank/Pop: 78/661,000
ADI = 83
Average Person Ratings: 17.1
Market TSL: 23.00 hours

Stations: 21/20
Diaries: 965/571:1/56.1%
Sample Target: 930
% Below Line: 3.6
% Not Listed: 14.7

1989 Revenue: $16,600,000
HH Inc.: $23,907
Retail $: 4.7 Bil
Pop per Station: 27,555
#1 Biller: KRQQ-F $3,300,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F (CHR)	158/16.7	20.9	21.5	23.0	18.0	20.5	212/2315	1899/34.5	37.0	35.0	69	29.2	275	2337	KRQQ-F
2. KLPX-F (AOR)	94/10.0	10.5	7.9	8.9	7.6	9.3	95/1205	1168/21.2	18.1	19.0	115	11.8	111	1293	KLPX-F
3. KWFM-AF (AC)	93/ 9.9	8.6	9.7	7.0	8.5	8.8	114/1391	1236/22.4	25.0	23.0	155	8.2	68	1168	KWFM-AF
4. KIIM-F (C)	88/ 9.3	10.3	6.9	10.4	11.6	9.2	95/1159	1042/18.9	14.0	20.0	124	10.0	94	899	KIIM-F
5. KKLD-F (AC)	59/ 6.3	8.9	8.0	7.6	6.0	7.7	60/930	921/16.7	16.6	14.8	149	6.6	62	576	KKLD-F
6. KGVY (BB)	50/ 5.3	2.7	2.9	3.6	5.2	3.6	51/338	326/ 5.9	4.5	5.4	8	1.6	15	126	KGVY
7. KNST (N/T)	46/ 4.9	3.2	4.0	4.0	4.4	4.0	48/823	784/14.2	11.1	13.2	78	3.3	31	552	KNST
8. KMRR (BB)	37/ 3.9	2.5	3.5	3.9	5.3	3.5	38/482	458/ 8.3	5.9	7.5	38	1.8	17	180	KMRR
9. KUPD-F (AOR)	34/ 3.6	2.5	3.0	2.7	2.0	3.0	56/628	435/ 7.9	7.3	6.7	81	1.9	18	363	KUPD-F
10. KXEW (SP)	33/ 3.5	2.8	0.9	2.9	2.9	2.5	33/250	228/ 4.1	2.6	3.9	126				KXEW
11. KQYT-F (EZ)	19/ 2.0	1.7	2.6	2.1	1.3	2.1	19/361	361/ 6.6	6.7	4.4	50	1.9	18	233	KQYT-F
12. KTUC (T)	18/ 1.9	0.9	1.8	1.6	1.3	1.5	18/463	443/ 8.0	5.6	6.1	79	1.1	10	175	KTUC
13. KTKT (T)	16/ 1.7	1.3	2.3	0.9	0.8	1.5	16/375	363/ 6.6	7.8	4.9	100	1.4	13	246	KTKT
KIIM (C)	16/ 1.7	3.0	3.9	2.7	3.2	2.8	16/285	285/ 5.2	8.0	8.2	88				KIIM
15. KVOI (REL)	12/ 1.3	0.9	0.6	0.3	1.1	0.8	12/196	196/ 3.6	1.6	2.8	177	1.0	9	183	KVOI

12+ FM SHARE (METRO): 67.20% (541 of 805) (FAL 88: 64.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F	1 KWFM-AF	1 KWFM-AF	1 KIIM-F	1 KRQQ-F>	1 KRQQ-F	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F>>
2 KLPX-F	2 KLPX-F>	2 KLPX-F	2 KRQQ-F	2 KRQQ-F	2 KWFM-AF	2 KIIM-F<	2 KWFM-AF	2 KLPX-F<	2 KLPX-F>	2 KNST
3	3 KWFM-AF>	3 KWFM-AF>	KLPX-F	KLPX-F	3 KGVY	3 KWFM-AF<	3 KLPX-F	3 KWFM-AF<	3 KIIM-F	KMRR
4	4 KKLD-F	4 KIIM-F	4 KIIM-F	KIIM-F	4 KNST	4 KLPX-F>	4 KIIM-F	4 KIIM-F>	4 KNST	4 KIIM-F
5	5 KIIM-F	5 KKLD-F	5 KKLD-F	5 KKLD-F>>	5 KMRR	5 KKLD-F	5 KKLD-F	5 KKLD-F	5 KUPD-F	5 KKLD-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F<	1 KRQQ-F	1 KLPX-F	1 KLPX-F>>	1 KLPX-F>	1 KWFM-AF
2 KLPX-F	2 KLPX-F	2 KWFM-AF	2 KWFM-AF	2 KWFM-AF	2 KLPX-F>>	2 KRQQ-F>	2 KWFM-AF	2 KWFM-AF	KLPX-F>
3 KKLD-F	3 KKLD-F	KLPX-F	3 KKLD-F	3 KIIM-F	3 KUPD-F>	3 KWFM-AF	3 KRQQ-F	KRQQ-F>	3 KIIM-F
4 KIIM-F>	4 KWFM-AF	4 KKLD-F>	KIIM-F	4 KKLD-F	4 KWFM-AF	4 KUPD-F	KIIM-F	4 KIIM-F	4 KRQQ-F
5 KWFM-AF	5 KIIM-F	5 KIIM-F	5 KLPX-F	5	5	5 KIIM-F	5 KKLD-F>	5 KUPD-F	5 KKLD-F
KUPD-F	6	6 KXEW >>	6	6	6	6 KKLD-F	6 KUPD-F>>	6 KKLD-F	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		158 (1)	158 (1)	19.6	20.8
AOR/CLASSIC		128 (2)	128 (2)	15.9	13.6
AC/OLDIES/SOFT ROCK	20 (2)	138 (2)	158 (4)	19.6	13.3
MOR/VARIETY					
COUNTRY	16 (1)	88 (1)	104 (2)	12.9	17.1
BLACK/URBAN					
BEAUTIFUL/EASY		19 (1)	19 (1)	2.4	7.0
NEWS/TALK	80 (3)		80 (3)	9.9	7.1
NOSTALGIA	87 (2)		87 (2)	10.8	12.1
RELIGION/GOSPEL	12 (1)		12 (1)	1.5	1.2
SPANISH	49 (3)	6 (1)	55 (4)	6.8	5.0
CLASSICAL					
JAZZ/NEW AGE		4 (1)	4 (1)	0.5	2.2
UNKNOWN/OTHERS					0.5
	264 (12)	541 (9)	805 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAWV-F	103.1	Oracle	0.4/3.0/ 4/ 165
KJYK	1490	Tucson	0.6/2.8/ 6/ 155
KQTL	1210	Sahuarita	0.8/2.2/ 9/ 150
KTZR	1450	Tucson	0.8/1.6/ 10/ 105
KXMG-F	98.3	Marana	0.6/1.9/ 6/ 104

RADIO STATIONS

KJYK,	1490,	1 KW (DA-1)	, OLDIES	NBC,	$ 16.00	(Christal)	Duchossois	
KCEE,	790,	5 KW/500 W (DA-2)	, OLDIES	RADRAD,	$ 20.00	(MMR)	American	
KIIM,	1290,	1 KW	, COUNTRY	,	$ 32.00	(Katz)		
KGVY,	1080,	1 KW (DAYS)	, NOSTALGIA	APR,	$ 20.00	(---)		
KMRR,	1330,	2 KW/5 KW (DA-2)	, NOSTALGIA	SMN,	$ 21.00	(Republic)		
KNST,	940,	1 KW/250 W (DA-2)	, NEWS/TALK	ABC I, MBS,	$ 30.00	(Mc-Guild)	Nationwide	
KQTL,	1210,	10 KW/1 KW (DA-2)	, HISPANIC	,	$ 18.00	(Caballero)		
KTKT,	990,	10 KW/1 KW (DA-N)	, NEWS/TALK	CNN, TRNSTR,	$ 18.00	(HNWH)	Lotus	
KTUC,	1400,	1 KW	, TALK	CBS, CNN,	$ 17.00	(Roslin)		
KXEW,	1600,	1 KW (DA-2)	, HISPANIC	CRC,	$ 15.00	(Lotus)		
KAWV-F,	103.1,	.6 KW @ 610,	JAZZ/NAC	SMN,	$ 16.00	(Republic)		(ORACLE)
KIIM-F,	99.9,	93 KW @ 2000,	COUNTRY	,	$ 44.00	(Katz)		
KKLD-F,	94.9,	97 KW @ 1952,	SOFT AC/EZ	,	$ 42.00	(Christal)	Duchossois	
KLPX-F,	96.1,	93 KW @ 100,	AOR	,	$ 35.00	(HNWH)	Lotus	
KQYT-F	92.1,	1.8 KW @ 445,	BTFL/EZ	,	$ 17.00	(K & P)		(GREEN VALLEY)
KRQQ-F,	93.7,	91 KW @ 2000,	CHR	,	$ 65.00	(Mc-Guild)	Nationwide	
KXMG-F,	98.3,	3 KW @ 200,	HISPANIC	CRC,	$ 14.00	(Lotus)		(MARANA)

MISCELLANEOUS COMMENTS: KCUB changes to KIIM (Dec)...KAIR changes KJYK (Nov)...KJYK-F changes to KKLD-F (Nov)...KQYT-F (Green Valley) sold to Nova for $2,000,000 (Questcom)...

TULSA

Arbitron Rank/Pop (12+): 57/646,600

MSA Rank/Pop: 68/750,000
ADI # 59
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 19/19
Diaries: 1077/600:1/53.9%
Sample Target: 1010
% Below Line: 0.0
% Not Listed: 12.5

1989 Revenue: $19,300,000
HH Inc.: $24,394
Retail $: 4.7 Bil
Pop per Station: 34,031
#1 Biller: KMOD-F $3,300,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOD-F (AOR)	105/ 9.7	12.5	10.6	11.0	14.4	10.9	141/2008	1499/23.2	18.3	20.4	103	16.0	175	1911	KMOD-F
2. KWEN-F (C)	103/ 9.5	11.0	11.7	8.1	8.4	10.1	166/2124	1358/21.0	25.4	19.5	132	10.2	111	1391	KWEN-F
3. KRMG (MOR)	101/ 9.3	8.6	9.3	11.0	9.2	9.6	118/1610	1396/21.6	19.3	23.9	92	8.2	90	1327	KRMG
4. KMYZ-F (CHR)	97/ 9.0	7.3	6.3	5.4	6.2	7.0	118/17851	1374/21.2	17.5	17.8	57	10.4	114	1464	KMYZ-F
5. KBEZ-F (EZ)	96/ 8.9	7.1	8.2	9.4	8.0	8.4	113/1387	1001/15.5	17.1	17.9	88	3.6	39	602	KBEZ-F
6. KVOO (C)	81/ 7.5	7.3	7.2	7.4	7.2	7.3	120/1502	816/12.6	15.8	14.3	79	6.2	68	684	KVOO
KAYI-F (CHR)	81/ 7.5	8.3	9.3	8.0	9.0	8.3	103/1663	1306/20.2	21.3	21.2	71	9.2	101	1315	KAYI-F
8. KVLT-F (O)	71/ 6.6	5.5	4.9	6.4	3.2	5.8	122/1269	876/13.5	12.1	10.0	135	4.8	53	957	KVLT-F
9. KRAV-F (AC)	59/ 5.4	4.8	4.2	3.7	6.1	4.5	74/1105	889/13.7	9.9	14.3	133	4.8	52	855	KRAV-F
10. KVOO-F (C)	37/ 3.4	4.1	4.7	4.6	4.0	4.2	53/934	675/10.4	10.6	9.8	68	5.3	58	577	KVOO-F
11. KQMJ-F (AC)	29/ 2.7	3.7	4.1	3.5	4.9	3.5	39/709	556/ 8.6	9.2	11.2	137	3.7	40	536	KQMJ-F
12. KBLK (B)	21/ 1.9	1.1	1.8	2.3	0.9	1.8	21/199	189/ 2.9	3.1	2.9	132	3.3	36	343	KBLK
13. KTFX-F (C)	14/ 1.3	3.3	2.5	4.0	4.3	2.8	42/698	339/ 5.2	7.0	9.7	131	1.4	15	346	KTFX-F
14. KCFO (REL)	13/ 1.2	0.6	0.9	1.2	0.7	1.0	17/333	255/ 3.9	2.7	2.4	100	0.5	5	129	KCFO

12+ FM SHARE (METRO): 75.63% (717 of 948) (FAL 88: 78.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMYZ-F	1 KMOD-F>	1 KMOD-F	1 KWEN-F	1 KWEN-F	1 KBEZ-F	1 KRMG	1 KBEZ-F	1 KMYZ-F	1 KMYZ-F<	1 KMYZ-F<
2 KAYI-F	2 KMYZ-F	2 KWEN-F>	2 KMOD-F	2 KMOD-F	2 KVOO <	2 KWEN-F>	2 KRMG <	2 KMOD-F<	2 KAYI-F	2 KMOD-F
3	3 KAYI-F<	3 KMYZ-F	3 KVLT-F	3 KVLT-F<	3 KRMG	3 KMOD-F<	3 KMOD-F<	3 KWEN-F<	3 KMOD-F>	3 KBEZ-F<
4	4 KRAV-F	4 KVLT-F	4 KRMG <	4 KRMG	4 KWEN-F>	4 KVOO	4 KVOO	4 KBEZ-F	4 KWEN-F<	4 KRMG <
5	5 KWEN-F>	5 KRAV-F	5 KRAV-F	5 KBEZ-F	5 KVLT-F	KBEZ-F	5 KWEN-F>	5 KAYI-F	5 KVLT-F	5 KWEN-F
6	6 KRMG	6 KRMG	6 KBEZ-F	6 KRAV-F	6	6 KMYZ-F	6 KVLT-F	6 KVLT-F<	6 KRMG	KRAV-F
7	7 KVLT-F	KAYI-F	7 KAYI-F	7 KVOO	7	7 KRAV-F	7 KRAV-F	7 KRMG	7	7
8	8	8	8	8	8	KAYI-F	8 KMYZ-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-F	1 KRAV-F	1 KRAV-F>	1 KRAV-F	1 KWEN-F	1 KMYZ-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>	1 KMOD-F
2 KAYI-F>	2 KMYZ-F>	2 KMYZ-F	2 KWEN-F	2 KRAV-F	2 KMOD-F>>	2 KMYZ-F	2 KWEN-F	2 KWEN-F>	2 KWEN-F>
3 KRAV-F>	3 KAYI-F	3 KVLT-F	3 KMYZ-F	3 KBEZ-F	3 KWEN-F	3 KWEN-F<	3 KAYI-F	3 KRMG	3 KRMG <
4 KWEN-F	4 KMOD-F	4 KMOD-F	4 KVLT-F	4 KVLT-F	KRMG	4 KAYI-F<	4 KRMG >>	4 KVLT-F	4 KVLT-F
KMOD-F>>	5 KVLT-F	5 KWEN-F	5 KAYI-F	5 KRMG	KAYI-F>	5 KRMG	5 KRAV-F	5 KMYZ-F	5 KVOO
6 KVOO-F	6 KWEN-F	KBLK	6 KBEZ-F	6 KMYZ-F	6 KVLT-F>>	6	6 KVOO	6 KAYI-F	6 KBEZ-F<
KVLT-F	7	7 KQMJ-F	7 KMOD-F	7 KQMJ-F	7	7	KQMJ-F	7 KVOO	7 KAYI-F
KBLK	8	KAYI-F	8	8		8	KBEZ-F	8	8

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		178 (2)	178 (2)	18.8	17.1
AOR/CLASSIC		112 (2)	112 (2)	11.8	16.4
AC/OLDIES/SOFT ROCK	9 (1)	159 (3)	168 (4)	17.7	16.6
MOR/VARIETY	101 (1)		101 (1)	10.7	10.5
COUNTRY	81 (1)	154 (3)	235 (4)	24.8	27.2
BLACK/URBAN	21 (1)		21 (1)	2.2	1.0
BEAUTIFUL/EASY		96 (1)	96 (1)	10.1	9.1
NEWS/TALK					
NOSTALGIA	6 (1)		6 (1)	0.6	
RELIGION/GOSPEL	13 (1)	10 (1)	23 (2)	2.4	0.8
SPANISH					
CLASSICAL		8 (1)	8 (1)	0.8	1.0
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.4
	231 (6)	717 (13)	948 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAKC	1300	Tulsa	0.8/3.8/ 9/ 245
KCMA-F	92.1	Broken Arrow	0.7/3.9/ 8/ 259
KGTO	1050	Tulsa	0.6/1.3/ 6/ 81
KMYZ	1570	Pryor/Tulsa	
KTOW-F	102.3	Sand Springs	0.6/2.8/ 7/ 183
KXOJ-F	100.9	Sapulpa/Tulsa	0.9/4.0/ 10/ 258

RADIO STATIONS

KBLK, 1550, 2.5 KW/350 W (DA-2), BLACK	, $	17.00 (---)	
KCFO, 970, 2.5 KW/1 KW (DA-2) , RELIGION	, $	12.00 (---)	Salem
KRMG, 740, 50 K2/25 KW (DA-2), MOR	ABC I, $	65.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N) , COUNTRY	CNN, $	44.00 (Eastman)	
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC F, $	55.00 (Katz)	Narragansett
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D, $	39.00 (Christal)	Renda
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	, $	17.00 (CMBS)	
KMOD-F, 97.5, 100 KW @ 1330, AOR	, $	68.00 (HNWH)	Clear Channel
KMYZ-F, 103.3, 70 KW @ 1200, CHR	ABC R, $	32.00 (Banner)	Shamrock-Lynett (PRYOR)
KQMJ-F, 99.5, 100 KW @ 984, AC	, $	30.00 (Banner)	(HENRYETTA)
KRAV-F, 96.5, 100 KW @ 1329, AC	, $	42.00 (Republic)	
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY	, $	30.00 (---)	
KVLT-F, 106.1, 100 KW @ 1315, OLDIES	, $	29.00 (Christal)	Federated (OWASSO)
KVOO-F, 98.5, 100 KW @ 1135, COUNTRY	, $	26.00 (Eastman)	
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY	, $	77.00 (Katz)	NewCity

MISCELLANEOUS COMMENTS: KBEZ-F sold by ML to Renda for $4,635,000 (E) (MVP)...

UTICA-ROME

Arbitron Rank/Pop (12+): 133/267,800

MSA Rank/Pop: 148/321,000
ADI # 158

Average Person Ratings: 17.0
Market TSL: 22.75 hours

Stations: 27/17
Diaries: 729/367:1/56.4%
Sample Target: 660
% Below Line: 10.1
% Not Listed: 13.4

1989 Revenue: $7,500,000
HH Inc.: $26,117
Retail $: 2.0 Bil
Pop per Station: 15,752
#1 Biller: WOUR-F $1,400,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRCK-F (CHR)	48/10.5	10.1	----	8.7	----	----	55/789	668/24.9	25.1	0.0	74	13.4	63	738	WRCK-F
2. WUUU-F (O)	46/10.1	7.2	----	8.9	----	----	52/612	506/18.9	19.8	0.0	167	7.2	34	367	WUUU-F
3. WOUR-F (AOR)	45/ 9.9	13.7	----	12.5	----	----	71/774	541/20.2	22.5	0.0	127	18.5	87	627	WOUR-F
4. WFRG-AF (C)	43/ 9.5	15.5	----	10.2	----	----	57/754	557/20.8	20.8	0.0	123	13.5	63	646	WFRG-AF
5. WIBX (N/T)	40/ 8.8	8.1	----	11.8	----	----	45/598	565/21.1	18.1	0.0	49	7.4	35	532	WIBX
6. WKGW-F (AC)	32/ 7.0	5.4	----	4.9	----	----	34/535	445/16.6	19.4	0.0	124	6.4	30	348	WKGW-F
7. WLZW-F (CHR)	23/ 5.0	4.3	----	9.6	----	----	35/600	437/16.3	19.0	0.0	104	3.8	18	407	WLZW-F
8. WYUT-F (BB)	19/ 4.2	4.3	----	2.9	----	----	20/270	250/ 9.3	9.5	0.0	0	2.3	11	175	WYUT-F
9. WTLB (O)	14/ 3.0	3.9	----	4.7	----	----	14/245	234/ 8.7	10.1	0.0	130	2.1	10	221	WTLB
10. WUTQ (BB)	12/ 2.6	1.5	----	2.4	----	----	12/146	135/ 5.0	5.9	0.0	35	1.1	5	64	WUTQ
WLFH (C)	12/ 2.6	1.9	----	2.7	----	----	16/188	117/ 4.4	4.4	0.0	100	3.2	15	151	WLFH

12+ FM SHARE (METRO): 73.92% (292 of 395) (FAL 88: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRCK-F	1 WOUR-F>>	1 WOUR-F	1 WUUU-F	1 WUUU-F>	1 WIBX	1 WIBX >	1 WUUU-F	1 WRCK-F	1 WRCK-F>>	1 WIBX >
2	2 WRCK-F	2 WUUU-F	2 WOUR-F>	2 WOUR-F	2 WUUU-F<	2 WUUU-F	2 WOUR-F	2 WOUR-F	2 WFRG-AF<	2 WFRG-F
3	3 WKGW-F>	3 WRCK-F	3 WFRG-AF	3 WFRG-AF>	3 WFRG-AF>	3 WOUR-F	3 WFRG-AF<	3 WUUU-F	3 WOUR-F>	3 WOUR-F>
4	4 WUUU-F	4 WKGW-F	4 WRCK-F	4 WKGW-F	4 WYUT-F	4 WRCK-F	4 WKGW-F>	4 WFRG-AF	4 WUUU-F	4 WUUU-F
5	WLZW-F	5 WFRG-AF>	5 WKGW-F	5 WRCK-F>	5 WKGW-F	5 WFRG-AF	5 WIBX <	5 WIBX	WLZW-F	WFRG >
6	6 WFRG-AF	6 WLZW-F	6	6	6	6	6 WYUT-F	6 WKGW-F	WIBX	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRCK-F	1 WRCK-F	1 WUUU-F	1 WRCK-F	1 WUUU-F>	1 WOUR-F>>	1 WOUR-F	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F<
2 WKGW-F>	2 WKGW-F	WOUR-F	WKGW-F	2 WKGW-F>	2 WLZW-F>	2	2 WUUU-F>	2 WUUU-F>	2 WUUU-F
3 WLZW-F	3 WOUR-F>	3 WRCK-F	3 WUUU-F	3 WFRG-AF	3 WKFM-F	3	3 WFRG-AF	3 WFRG-AF>	3 WFRG-AF>>
4 WFRG-AF	4 WUUU-F<	WKGW-F>	4 WOUR-F	WRCK-F	WRCK-F	4	WGY	4 WRCK-F	4 WRCK-F
WOUR-F>	5 WFRG-AF	5 WFRG-AF>	5 WFRG-AF	5 WOUR-F	WKGW-F>	5	WRCK-F>	5	WIBX
6	6	6	6 WLZW-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		73 (3)	73 (3)	18.5	
AOR/CLASSIC		55 (3)	55 (3)	13.9	
AC/OLDIES/SOFT ROCK	14 (1)	90 (5)	104 (6)	26.3	
MOR/VARIETY	10 (2)		10 (2)	2.5	
COUNTRY	17 (3)	40 (1)	57 (4)	14.4	
BLACK/URBAN					
BEAUTIFUL/EASY		10 (1)	10 (1)	2.5	
NEWS/TALK	42 (2)		42 (2)	10.6	
NOSTALGIA	16 (2)	19 (1)	35 (3)	8.9	
RELIGION/GOSPEL	3 (1)		3 (1)	0.8	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	1 (1)	5 (1)	6 (2)	1.5	
	103 (12)	292 (15)	395 (27)		

OTHER RATED STATIONS			METRO SHARE/RTG/AQH/CUME
WBRV	900	Booneville	0.4/1.3/ 6/ 76
WIBQ-F	93.5	Remsen	0.9/2.7/ 4/ 94
WRNY	1350	Rome/Utica	0.4/1.7/ 2/ 45
WRUN	1150	Utica/Rome	0.7/3.1/ 5/ 107
WYUT	1420	Herkimer	0.9/2.7/ 6/ 102
WAQX-F	95.7	Manlius/Syracus	1.1/2.8/ 12/ 174
WGY	810	Schenectady/Alb	1.5/3.2/ 24/ 408
WKFM-F	104.7	Fulton/Syracuse	1.1/4.7/ 10/ 253
WMCR	1600	Onedia	0.2/0.0/ 0/ 0
WMCR-F	106.3	Onedia	1.1/2.2/ 10/ 130
WNTQ-F	93.1	Syracuse	0.4/4.8/ 18/ 323
WRHP-F	107.9	Syracuse	2.2/4.4/ 11/ 158
WSHQ-F	103.5	Cobleskl	0.7/1.8/ 18/ 265
WSYR	570	Syracuse	0.7/4.0/ 12/ 267
WYYY-F	94.5	Syracuse	1.1/4.6/ 16/ 264

RADIO STATIONS

WIBX, 950, 5 KW (DA-1), TALK/MOR ABC I, CBS, $ 29.00 (Mc-Guild)
WTLB, 1310, 5 KW/500 W (DA-2), OLDIES ABC D, $ 17.00 (Eastman) H & D
WUTQ, 1550, 1 KW, NOSTALGIA ABC E, $ 13.00 (Durpetti) Premier

WFRG-F, 96.1, 7 KW @ 580, COUNTRY , $ 35.00 (Christal) Arrow
WKGW-F, 104.3, 100 KW @ 500, AC US 1, $ 20.00 (Katz) Altdoerffer
WLZW-F, 98.7, 25 KW @ 660, AC CBS, $ 22.00 (Mc-Guild)
WOUR-F, 96.9, 16 KW @ 800, AOR ABC F, $ 31.00 (Durpetti) Premier
WRCK-F, 107.3, 50 KW @ 500, CHR ABC F, $ 25.00 (Eastman) H & D
WUUU-F, 102.5, 50 KW @ 650, CHR US 2, MBS, $ 21.00 (HWNW)
WYUT-F, 92.7, 3 KW @ 158, NOSTALGIA , $ 15.00 (K & P) (HERKIMER)

MISCELLANEOUS COMMENTS: WNYZ changes to WLZW (Dec) and format from CHR to AC...

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,171,100
MSA Rank/Pop: 7/3,770,000
ADI # 9
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 35/31
Diaries: 2346/1352:1/55.7%
Sample Target: 2150
% Below Line: 2.2
% Not Listed: 13.9

1989 Revenue: $144,400,000
HH Inc.: $41,825
Retail $: 34.0 Bil
Pop per Station: 102,293
#1 Biller: WMZQ A/F $14,500,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGAY-F	(EZ)	414/ 7.7	7.1	6.0	7.5	6.8	7.1	450/5480	5011/15.8	13.8	14.1	75	5.3	299	2961	WGAY-F
2. WPGC-F	(CHR)	362/ 6.7	5.8	6.4	5.7	6.0	6.2	397/5924	5191/16.4	13.7	1[illegible].9	78	8.9	496	5465	WPGC-F
3. WMZQ-AF	(C)	353/ 6.6	6.4	6.1	6.2	7.1	6.3	450/5641	4546/14.3	12.9	14.9	112	6.3	343	3519	WMZQ-A
4. WMAL	(MOR)	293/ 5.4	5.5	5.3	6.1	5.7	5.6	306/5645	5359/16.9	12.7	15.8	67	5.3	298	4646	WMAL
5. WKYS-F	(B)	285/ 5.3	4.6	5.0	5.3	6.2	5.1	308/4301	3941/12.4	10.9	12.2	104	6.0	337	4782	WKYS-F
6. WAVA-F	(CHR)	261/ 4.8	5.3	4.7	5.2	4.5	5.0	308/6316	5115/16.1	16.2	17.0	73	5.1	283	5413	WAVA-F
7. WRQX-F	(CHR)	217/ 4.0	4.7	4.2	4.5	4.5	4.3	276/5730	4277/13.5	14.2	15.7	77	4.0	225	4959	WRQX-F
8. WHUR-F	(B)	206/ 3.8	4.1	3.7	4.8	4.9	4.1	223/4308	3976/12.5	11.6	13.0	116	4.1	229	3460	WHUR-F
9. WCXR-F	(AOR)	202/ 3.7	5.2	3.8	4.4	3.7	4.3	221/4255	3875/12.2	12.4	12.8	127	5.4	301	5122	WCXR-F
10. WTOP	(N/T)	201/ 3.7	4.5	4.1	3.5	3.7	4.0	226/5783	4971/15.7	15.7	14.3	103	3.4	191	3995	WTOP
11. WLTT-F	(AC)	200/ 3.7	3.1	3.3	3.5	3.5	3.4	223/4141	3714/11.7	10.6	9.3	146	2.3	130	2023	WLTT-F
12. WXTR-F	(O)	181/ 3.4	3.1	3.0	3.0	3.4	3.1	200/3863	3390/10.7	9.8	9.4	126	2.3	131	2391	WXTR-F
13. WASH-F	(AC)	178/ 3.3	3.6	4.0	4.5	3.2	3.8	221/3816	3326/10.5	11.3	9.0	124	3.1	175	2808	WASH-F
14. WWDC-F	(AOR)	170/ 3.1	2.8	3.8	4.1	4.2	3.4	256/5525	4162/13.1	14.2	14.6	103	4.2	233	4225	WWDC-F
15. WGMS-AF	(CL)	144/ 2.6	2.8	2.8	3.0	2.3	2.8	152/3219	2836/ 8.9	8.5	7.2	100	2.2	116	2205	WGMS-A
16. WWRC	(N/T)	131/ 2.4	2.8	2.5	2.1	2.3	2.5	135/1963	1788/ 5.6	6.7	5.9	83	1.9	105	1414	WWRC
17. WMMJ-F	(B)	129/ 2.4	3.3	2.9	0.8	----	2.4	131/2030	1989/ 6.3	4.4	0.0	142	3.3	186	1474	WMMJ-F
18. WJFK-F	(AOR)	117/ 2.2	1.5	1.4	0.9	1.3	1.5	123/2787	2668/ 8.4	5.8	5.5	118	1.9	107	2293	WJFK-F
19. WDJY-F	(B)	103/ 1.9	1.7	2.3	2.5	2.4	2.1	105/2408	2320/ 7.3	7.6	8.2	84	1.5	86	1991	WDJY-F
20. WHFS-F	(AOR)	101/ 1.9	1.9	2.2	1.8	1.6	2.0	143/2380	1901/ 6.0	5.3	4.6	121	2.2	123	1535	WHFS-F
21. WYCB	(REL)	65/ 1.2	1.5	1.3	1.5	1.2	1.4	66/812	794/ 2.5	2.6	2.4	50	1.1	63	829	WYCB
22. WOL	(B)	52/ 1.0	1.2	2.0	1.9	1.6	1.5	52/1100	1100/ 3.5	2.8	3.7	70	0.9	48	686	WOL
23.																
24.																
25.																

12+ FM SHARE (METRO): 80.95% (3764 of 4650) (FAL 88: 79.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>	1 WPGC-F	1 WPGC-F<	1 WMZQ-AF	1 WMZQ-AF	1 WGAY-F>	1 WMZQ-AF	1 WGAY-F>	1 WGAY-F<	1 WPGC-F>	1 WTOP
2 WRQX-F	2 WKYS-F	2 WKYS-F<	2 WLTT-F<	2 WGAY-F	2 WMAL	WMAL <	2 WMZQ-AF	2 WPGC-F	2 WKYS-F	2 WGAY-F
3 WAVA-F	WAVA-F	3 WMZQ-AF	3 WKYS-F<	3 WKYS-F<	3 WMZQ-AF>	3 WGAY-F	3 WPGC-F	3 WMZQ-AF	3 WHUR-F	3 WPGC-F
4	4 WCXR-F	4 WAVA-F<	4 WPGC-F	4 WLTT-F<	4 WTOP	4 WTOP	4 WKYS-F	4 WAVA-F	4 WRQX-F	4 WKYS-F
5	5 WWDC-F	5 WCXR-F<	5 WCXR-F<	5 WPGC-F	5 WXTR-F	WAVA-F	5 WLTT-F	5 WKYS-F<	5 WMZQ-AF<	5 WMAL
6	6 WRQX-F	6 WLTT-F	6 WGAY-F	6 WCXR-F	6 WGMS-AF	6 WPGC-F	6 WXTR-F	6 WMAL	6 WGAY-F	6 WWRC
7	7 WHUR-F	7 WHUR-F	7 WXTR-F<	7 WHUR-F<	7 WWRC	7 WKYS-F	WCXR-F<	7 WRQX-F	7 WWRC <	7 WMZQ-F>
8	8 WMZQ-AF<	8 WWDC-F	8 WHUR-F	8 WXTR-F	8 WLTT-F	8 WWDC-F	8 WAVA-F	8 WXTR-F	8 WAVA-F	8 WHUR-F
9	9 WLTT-F	9	9	9	9 WKYS-F	9	9	WLTT-F<	9	9
10	10	10	10	10	10	10	10	10 WCXR-F	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPGC-F	1 WPGC-F	1 WPGC-F	1 WPGC-F	1 WLTT-F<
2 WKYS-F	2 WKYS-F	2 WKYS-F	2 WKYS-F	2 WGAY-F
3 WAVA-F	3 WRQX-F<	3 WRQX-F	3 WLTT-F	3 WMZQ-AF
4 WRQX-F	4 WAVA-F>	4 WLTT-F	4 WAVA-F<	4 WPGC-F
5 WWDC-F	5 WLTT-F	5 WAVA-F>	5 WRQX-F<	5 WKYS-F
6 WDJY-F	6 WCXR-F	6 WCXR-F	6 WMZQ-AF	6 WXTR-F<
7 WCXR-F	7 WHUR-F	7 WHUR-F	7 WGAY-F	7 WMMJ-F<
8 WHUR-F	8 WWDC-F	WGAY-F	8 WHUR-F	8 WRQX-F
9	9	9	WASH-F	WASH-F
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAVA-F	1 WPGC-F	1 WCXR-F	1 WMZQ-AF	1 WMZQ-AF
2 WPGC-F>	2 WWDC-F	2 WWDC-F	2 WCXR-F	2 WCXR-F
3 WKYS-F	3 WCXR-F	3 WPGC-F	3 WPGC-F	3 WKYS-F
4 WWDC-F>	4 WAVA-F	4 WHUR-F	WKYS-F	4 WWDC-F<
5 WMZQ-AF	5 WKYS-F	5 WJFK-F	5 WWDC-F	5 WHUR-F
6 WIYY-F<	6 WHUR-F<	6 WMZQ-AF	WAVA-F	WGAY-F
7 WCXR-F	7 WMZQ-AF	7 WKYS-F<	7 WHUR-F	7 WTOP
8 WRQX-F	WJFK-F	8 WHFS-F	8 WJFK-F	WPGC-F
WJFK-F	9	WASH-F	9	9 WXTR-F
10	10	10 WAVA-F	10	WJFK-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		840 (3)	840 (3)	18.1	17.5
AOR/CLASSIC		634 (5)	634 (5)	13.6	13.7
AC/OLDIES/SOFT ROCK		559 (3)	559 (3)	12.0	11.8
MOR/VARIETY	311 (2)		311 (2)	6.7	6.7
COUNTRY	14 (1)	339 (1)	353 (2)	7.6	9.4
BLACK/URBAN	72 (2)	741 (5)	813 (7)	17.5	18.8
BEAUTIFUL/EASY		444 (2)	444 (2)	9.5	8.7
NEWS/TALK	332 (2)		332 (2)	7.1	7.4
NOSTALGIA	36 (1)		36 (1)	0.8	1.0
RELIGION/GOSPEL	84 (2)	19 (1)	103 (3)	2.2	1.9
SPANISH					
CLASSICAL	13 (1)	131 (1)	144 (2)	3.1	2.7
JAZZ/NEW AGE					
UNKNOWN/OTHERS	24 (1)	57 (2)	81 (3)	1.7	0.5
	886 (12)	3764 (23)	4650 (35)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCPT	730	Alexandria/Wsht	0.4/1.0/ 20/ 340
WFMD	930	Frederick	0.3/0.9/ 21/ 408
WFRE-F	99.9	Frederick	0.6/1.6/ 79/ 968
WMJR-F	107.7	Warrenton	0.3/1.5/ 25/ 643
WQSI	820	Frederick	0.4/0.6/ 25/ 213
WUST	1120	Washington	0.4/0.8/ 19/ 260
WWDC	1260	Washington	0.7/1.9/ 36/ 594
WFLS-F	93.3	Fredericksburg	0.7/1.9/ 95/1183
WFSI-F	107.9	Annapolis	0.4/1.2/ 26/ 435
WIYY-F	97.9	Baltimore	0.8/3.3/122/2071
WXYV-F	102.7	Baltimore	0.3/1.6/ 50/ 968

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20 KW (DA-1),	BLACK	SMN,	$ N/A (Mc-Guild)	Legacy
WMAL,	630,	5 KW (DA-2)	, MOR	ABC I,	$ 211.00 (Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	, HISPANIC	,	$ 40.00 (Lotus)	
WOL ,	1450,	1 KW	, BLACK	NBN,	$ 49.00 (K & P)	
WTOP,	1500,	50 KW (DA-2)	, NEWS	CBS, MBS,	$ 180.00 (HNWH)	Chase
WWDC,	1260,	5 KW (DA-2)	, NOSTALGIA	US 1,	$ 46.00 (Christal)	
WWRC,	980,	5 KW (DA-N)	, TALK	NBC, MBS,	$ 70.00 (MMR)	Greater Media
WYCB,	1340,	1 KW	, GOSPEL	SBN,	$ 40.00 (---)	

FM STATIONS

WASH,	97.1,	22 KW @ 690,	AC	TRNSTR,	$ 105.00 (HNWH)	Chase
WAVA,	105.1,	50 KW @ 500,	CHR	,	$ 160.00 (HNWH)	Emmis
WCXR,	105.9,	28 KW @ 650,	CLASSIC AOR	,	$ 150.00 (Mc-Guild)	TA/Shaw
WDJY,	100.3,	40 KW @ 323,	BLACK	APR,	$ 80.00 (Mc-Guild)	United
WGAY,	99.5,	21 KW @ 780,	BTFL/EZ	,	$ 210.00 (MMR)	Greater Media
WGMS,	103.5,	47 KW @ 510,	CLASSICAL	MBS,	$ 145.00 (Republic)	Verstandig
WHFS,	99.1,	47 KW @ 390,	AOR	APR,	$ 60.00 (Republic)	Duchossois (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 669,	BLACK	,	$ 117.00 (Durpetti)	Howard University
WJFK,	106.7,	23 KW @ 731,	CLASSIC AOR	ABC R,	$ 80.00 (Torbet)	Infinity
WKYS,	93.9,	50 KW @ 485,	BLACK	,	$ 190.00 (Eastman)	Albimar
WLTT,	94.7,	21 KW @ 780,	AC	,	$ 173.00 (CBS)	CBS
WMMJ,	102.3,	3 KW @ 171,	BLACK OLDIES	ABC E, MBS,	$ 60.00 (K & P)	
WMZQ,	98.7,	50 KW @ 490,	COUNTRY	,	$ 250.00 (Christal)	Viacom
WPGC,	95.5,	50 KW @ 500,	CHR/URBAN	,	$ 155.00 (Banner)	Cook Inlet
WRQX,	107.3,	50 KW @ 410,	CHR	ABC C,	$ 120.00 (Katz)	Cap Cities/ABC
WWDC,	101.1	22 KW @ 760,	AOR	US 1,	$ 200.00 (Christal)	
WXTR,	104.1,	50 KW @ 500,	OLDIES	,	$ 115.00 (Mc-Guild)	Ragan Henry (WALDORF,MD)

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WXTR-F sold by Ragan Henry
to Radic Ventures for $32,500,000
WYCB sold for $2,750,000...

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/751,900

MSA Rank/Pop: 64/860,000
ADI # 50
Average Person Ratings: 17.9
Market TSL: 24.00 hours

Stations: 35/16
Diaries: 1206/623:1/48.6%
Sample Target: 1070
% Below Line: 30.7
% Not Listed: 9.9

1989 Revenue: $23,000,000
HH Inc.: $39,666
Retail $: 8.1 Bil
Pop per Station: 46,993
#1 Biller: WRMF-F $6,000,000

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	262/19.3	18.7	17.5	18.0	16.7	18.4	386/3655	2175/28.9	27.4	25.4	38	12.3	134	1455	WEAT-AF
2. WRMF-F (AC)	116/ 8.5	8.4	11.5	7.2	8.8	8.9	156/1941	1305/17.4	20.2	17.9	166	9.4	102	1062	WRMF-F
3. WJNO (N/T)	92/ 6.7	6.9	5.0	5.9	6.9	6.1	110/1393	1120/14.9	12.7	15.0	63	6.8	74	711	WJNO
4. WHQT-F (B)	81/ 5.9	4.7	4.5	6.0	4.0	5.3	232/2269	753/10.0	8.8	9.0	81	6.6	72	857	WHQT-F
5. WIRK-F (C)	74/ 5.4	5.3	5.4	5.6	5.3	5.4	89/1024	822/10.9	9.9	9.1	126	5.7	62	861	WIRK-F
6. WOVV-F (CHR)	60/ 4.4	3.6	3.9	3.3	3.5	3.8	105/1462	909/12.1	10.0	11.2	107	6.1	66	1301	WOVV-F
7. WSHE-F (AOR)	44/ 3.2	2.5	2.0	2.0	2.6	2.4	111/1698	622/ 8.3	7.6	7.0	78	4.7	51	598	WSHE-F
8. WKGR-F (AOR)	41/ 3.0	3.1	1.7	2.8	2.5	2.7	103/1160	630/ 8.4	7.3	7.0	170	2.7	29	507	WKGR-F
9. WNGS-F (AC)	36/ 2.6	2.2	2.4	2.8	4.4	2.5	37/498	477/ 6.3	6.8	8.5	185	1.7	19	345	WNGS-F
10. WIOD (N/T)	32/ 2.3	2.1	2.0	1.8	1.6	2.0	162/2457	486/ 6.5	5.6	5.7	100	1.8	20	413	WIOD
WHYI-F (CHR)	32/ 2.3	2.7	2.2	2.9	3.4	2.5	125/2297	708/ 9.4	9.9	13.7	130	5.0	54	1033	WHYI-F
12. WOLL-F (AC)	31/ 2.3	2.2	1.5	2.8	1.6	2.2	37/468	423/ 5.6	4.3	4.2	165				WOLL-F
13. WPOW-F (CHR)	25/ 1.8	1.5	0.8	2.0	0.8	1.5	89/1303	410/ 5.5	4.1	5.9	72	2.5	27	558	WPOW-F
14. WZTA-F (AOR)	24/ 1.8	1.5	2.4	1.9	1.4	1.9	85/1276	420/ 5.6	6.3	3.5	194	2.9	32	508	WZTA-F
WMXJ-F (O)	24/ 1.8	2.4	2.3	3.1	4.0	2.4	148/2155	563/ 7.5	6.3	9.6	139	2.6	28	454	WMXJ-F

12+ FM SHARE (METRO): 77.61% (953 of 1228) (FAL 88: 76.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F>	1 WRMF-F	1 WRMF-F>	1 WRMF-F>	1 WRMF-F>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-AF>>	1 WEAT-AF>>	1 WEAT-AF<	1 WEAT-F
2 WOVV-F>	2 WHQT-F>	2 WHQT-F	2 WIRK-F	2 WEAT-AF	2 WJNO >	2 WRMF-F	2 WRMF-F>	2 WRMF-F>	2 WHQT-F>>	2 WJNO <
3 WPOW-F>	3 WSHE-F	3 WOVV-F	3 WKGR-F	3 WIRK-F	3 WRMF-F	3 WJNO >	3 WJNO	3 WJNO	3 WOVV-F	3 WRMF-F>
4 WSHE-F	4 WOVV-F	4 WIRK-F	4 WEAT-AF	4 WKGR-F<	4 WIRK-F	4 WIRK-F	4 WIRK-F	4 WHQT-F	4 WJNO	4 WPBR
5 WHYI-F	5 WKGR-F	5	WNGS-F	5 WHQT-F	5	5 WHQT-F	5 WHQT-F	5 WIRK-F	5 WRMF-F	5 WHQT-F>
6	6	6	6	WNGS-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F>>	1 WRMF-F	1 WRMF-F>>	1 WRMF-F>	1 WRMF-F>	1 WSHE-F>	1 WSHE-F	1 WRMF-F	1 WRMF-F	1 WRMF-F>
2 WRMF-F>	2 WHQT-F>	2 WHQT-F	2 WHQT-F>	2 WEAT-AF	2 WGTR-F	2 WKGR-F	2 WKGR-F	2 WKGR-F	2 WKGR-F
3 WOVV-F	3 WOVV-F>	3 WOVV-F>	3 WOVV-F<	3 WIRK-F	WOVV-F	3 WRMF-F	3 WSHE-F	3 WSHE-F	3 WIRK-F
4 WSHE-F	4 WHYI-F	4 WHYI-F	4 WEAT-AF	4 WOVV-F	4 WHQT-F	4 WHQT-F	4 WHQT-F	4 WIRK-F	4 WEAT-AF
5 WEAT-AF>	WKGR-F	WKGR-F	5 WIRK-F	5 WHQT-F	WKGR-F	5 WGTR-F	5 WIOD	5 WHQT-F	5 WZTA-F
6	6	6 WOLL-F	6	6	6 WIRK-F>	WOVV-F	6	WOVV-F	WNGS-F
	7	WIRK-F	7	7	7	7		7	WJNO

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		117 (3)	117 (3)	9.5	13.0
AOR/CLASSIC		131 (4)	131 (4)	10.7	9.8
AC/OLDIES/SOFT ROCK	13 (1)	248 (7)	261 (8)	21.3	26.4
MOR/VARIETY	14 (1)		14 (1)	1.1	
COUNTRY		97 (2)	97 (2)	7.9	7.8
BLACK/URBAN	47 (3)	81 (1)	128 (4)	10.4	3.9
BEAUTIFUL/EASY	20 (1)	257 (2)	277 (3)	22.6	20.4
NEWS/TALK	166 (7)		166 (7)	13.5	14.0
NOSTALGIA					1.9
RELIGION/GOSPEL					
SPANISH	15 (1)	7 (1)	22 (2)	1.8	
CLASSICAL		15 (1)	15 (1)	1.2	1.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.5
	275 (14)	953 (21)	1228 (35)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDBF	1420	Delray Bch/W.P.	1.0/1.7/ 15/ 137
WPBG	1290	West Palm BEach	1.0/1.9/ 14/ 164
WPBR	1340	Palm Beach	1.2/4.8/ 20/ 400
WPOM	1600	Riviera Bch/WPl	1.5/4.1/ 21/ 314
WSBR	740	Boca Rtn/WPlmBc	0.4/2.6/ 12/ 444
WSWN	900	Belle Glade	1.0/1.8/ 14/ 164
WYFX	1040	Boynton Bch/Mia	0.9/2.9/ 29/ 348
WAQI	710	Miami	1.1/1.0/ 25/ 160
WAXY-F	105.9	Ft. Lauderdale	1.0/3.6/108/1665
WGTR-F	97.3	Miami	1.6/4.7/ 95/1436
WINZ	940	Miami	0.5/2.2/ 76/1178
WJQY-F	106.7	Ft. Lauderdale	1.3/3.7/144/1687
WKIS-F	99.9	Boca Raton	1.7/4.7/136/1770
WLVE-F	93.9	Miami Beach	0.7/3.2/ 64/1160
WLYF-F	101.5	Miami	1.1/4.7/202/2550
WNWS	790	South Miami	0.4/1.8/ 69/1098
WQBA-F	107.5	Miami	0.5/1.5/ 23/ 302
WTMI-F	93.1	Miami/Ft Ldrdle	1.1/3.7/ 85/1303
WWNN	980	Pompano Beach	0.4/1.1/ 14/ 249

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1), MOR CBS, $ 14.00 (---)
WJNO, 1230, 1 KW , NEWS/TALK CBS, ABC E, $ 54.00 (Banner) Fairbanks
WPBR, 1340, 1 KW , TALK NBC, MBS, $ 23.00 (Eastman)
WPOM, 1600, 1 KW (DA-1) , BLACK , $ 27.00 (Republic)
WYFX, 1040, 10 KW/1 KW (DA-2) , BLACK SBN, $ 16.00 (K & P)

WEAT-F, 104.3, 56 KW @ 1250, BTFL/EZ , $ 79.00 (Katz) Taylor
WIRK-F, 107.9, 100 KW @ 350, COUNTRY ABC E, $ 59.00 (HNWH) Price
WKGR-F, 98.7, 100 KW @ 1420, AOR UPI, $ 43.00 (HNWH) (FORT PIERCE)
WOLL-F, 94.3, 3 KW @ 300, OLDIES , $ 35.00 (Republic) Lappin
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC , $ 32.00 (Eastman)
WOVV-F, 95.5, 100 KW @ 1000, CHR SOURCE, $ 44.00 (Mc-Guild) (FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1350, AC , $ 105.00 (Banner) Fairbanks
OTHER RANKED STATIONS -- See Miami

MISCELLANEOUS COMMENTS: WMXQ-F changes to WOLL-F (Nov)...

WICHITA

Arbitron Rank/Pop (12+): 87/396,100

MSA Rank/Pop: 103/452,000
ADI # 61
Average Person Ratings: 15.9
Market TSL: 21.25 hours

Stations: 18/18
Diaries: 848/467:1/57.9%
Sample Target: 790
% Below Line: 0.0
% Not Listed: 8.9

1989 Revenue: $17,000,000
HH Inc.: $30,955
Retail $: 3.2 Bil
Pop per Station: 22,005
#1 Biller: KFDI-AF $5,000,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKRD-F	(CHR)	94/14.9	15.0	13.8	15.9	14.0	----	146/1679	1154/29.1	29.1	29.6	79	18.1	116	1207	KKRD-F
2. KFDI-F	(C)	62/ 9.9	8.6	9.5	12.6	10.6	----	88/1023	741/18.7	18.2	20.2	116	9.2	59	966	KFDI-F
3. KZSN-F	(C)	61/ 9.7	9.3	11.6	7.6	10.0	----	82/1083	695/17.5	16.5	18.3	93	9.5	61	692	KZSN-F
4. KFDI	(C)	50/ 7.9	5.8	7.6	7.4	7.3	----	85/1062	653/16.5	14.6	16.1	42	7.8	50	556	KFDI
5. KXLK-F	(AC)	44/ 7.0	7.4	8.0	5.5	8.8	----	51/824	670/16.9	18.2	20.1	149	5.2	33	364	KXLK-F
KICT-F	(AOR)	44/ 7.0	7.4	7.8	7.1	10.4	----	67/933	683/17.2	15.6	16.8	94	11.1	71	839	KICT-F
7. KOEZ-F	(EZ)	41/ 6.5	6.9	5.5	5.7	5.2	----	62/651	447/11.3	12.9	11.9	72	3.9	25	353	KOEZ-F
8. KEYN-F	(O)	34/ 5.4	6.2	7.5	7.3	7.5	----	47/893	599/15.1	22.2	22.2	146	5.0	32	563	KEYN-F
9. KRZZ-F	(AOR)	29/ 4.6	3.9	3.0	2.2	3.9	----	33/486	457/11.5	11.2	8.8	113	4.8	31	423	KRZZ-F
10. KRBB-F	(AC)	23/ 3.7	1.8	1.3	1.9	3.2	----	24/336	279/ 7.0	5.7	5.1	141	2.7	17	268	KRBB-F
11. KNSS	(N/T)	22/ 3.5	3.3	1.8	2.2	1.6	----	28/390	373/ 9.4	10.2	8.0	109	2.3	15	270	KNSS
12. KBUZ-F	(B)	15/ 2.4	0.4	1.3	2.4	----	----	15/251	251/ 6.3	1.4	3.1	92	4.1	26	307	KBUZ-F
13. KWKL-F	(O)	14/ 2.2	4.9	2.7	2.9	1.4	----	20/290	215/ 5.4	11.1	8.7	150	1.9	12	176	KWKL-F
KLEO	(BB)	14/ 2.2	3.3	4.0	4.0	4.3	----	14/280	266/ 6.7	7.3	7.7	36				KLEO
15. KSGL	(REL)	9/ 1.4	0.7	2.0	1.6	0.5	----	9/192	182/ 4.6	4.5	4.8	136	0.8	5	135	KSGL
16. KFH	(O)	8/ 1.3	0.4	1.0	4.8	3.8	----	10/293	194/ 4.9	1.8	4.6	123	0.8	5	164	KFH
17. KQAM	(O)	6/ 1.0	1.9	1.7	2.2	2.2	----	6/192	182/ 4.6	6.6	5.5	160	1.6	10	146	KQAM

12+ FM SHARE (METRO): 80.45% (461 of 573) (FAL 88: 78.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F	1 KKRD-F	1 KKRD-F>	1 KKRD-F	1 KKRD-F<	1 KFDI-F	1 KKRD-F>	1 KKRD-F	1 KKRD-F>	1 KKRD-F>	1 KFDI-F
2	2 KICT-F>	2 KZSN-F	2 KXLK-F	2 KFDI-F	2 KFDI	2 KFDI-F	2 KZSN-F<	2 KZSN-F	2 KZSN-F	2 KNSS
3	3 KZSN-F	KICT-F<	3 KZSN-F	3 KXLK-F	3 KOEZ-F	3 KFDI >	3 KFDI-F<	3 KICT-F<	KICT-F	KFDI
4	KXLK-F	4 KXLK-F	4 KFDI-F	4 KZSN-F	4 KZSN-F	4 KZSN-F	4 KXLK-F	4 KFDI-F	4 KFDI-F	4 KKRD-F
5	5 KRZZ-F	5 KEYN-F	5 KEYN-F	5 KEYN-F	5 KKRD-F	5 KXLK-F	5 KFDI <	5 KXLK-F	5 KOEZ-F	5 KZSN-F
6	6 KEYN-F	6 KFDI-F	6 KICT-F	6	6	6 KOEZ-F	6 KOEZ-F	6 KOEZ-F	6	KOEZ-F
		7 KRZZ-F						KEYN-F		KICT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKRD-F	1 KKRD-F>	1 KKRD-F	1 KKRD-F>	1 KKRD-F>
2 KICT-F	2 KZSN-F	2 KXLK-F>	2 KZSN-F	2 KXLK-F
3 KZSN-F>	3 KXLK-F	3 KZSN-F	KXLK-F>	3 KZSN-F
4 KBUZ-F	4 KICT-F	KEYN-F>	4 KICT-F	4 KFDI-F
5 KRZZ-F	5 KEYN-F	5 KRZZ-F	5 KEYN-F	5 KEYN-F
6	6 KRZZ-F	KICT-F	6 KFDI-F	6 KRBB-F
		7 KRBB-F		KOEZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRD-F>>	1 KICT-F	1 KICT-F	1 KKRD-F	1 KFDI-F>
2 KICT-F>	2 KKRD-F	2 KXLK-F	2 KICT-F>	2 KXLK-F
3 KRZZ-F	3 KRZZ-F	3 KRZZ-F	3 KEYN-F	KICT-F
4 KZSN-F>	4 KEYN-F	KEYN-F>	4 KZSN-F	4 KZSN-F
5 KEYN-F	5 KXLK-F	5 KFDI-F	KRZZ-F	KEYN-F
6	6 KZSN-F	6 KZSN-F	KFDI-F	6 KKRD-F
		KRBB-F	7 KXLK-F	7 KRZZ-F

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		94 (1)	94 (1)	16.4	23.3
AOR/CLASSIC		73 (2)	73 (2)	12.7	11.8
AC/OLDIES/SOFT ROCK	14 (2)	115 (4)	129 (6)	22.5	13.5
MOR/VARIETY					
COUNTRY	50 (1)	123 (2)	173 (3)	30.2	32.9
BLACK/URBAN		15 (1)	15 (1)	2.6	1.5
BEAUTIFUL/EASY		41 (1)	41 (1)	7.2	6.0
NEWS/TALK	22 (1)		22 (1)	3.8	2.0
NOSTALGIA	14 (1)		14 (1)	2.4	4.4
RELIGION/GOSPEL	12 (2)		12 (2)	2.1	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.5
UNKNOWN/OTHERS					
	112 (7)	461 (11)	573 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KJRG	950	Newton	0.5/2.9/ 3/ 129

RADIO STATIONS

KFDI,	1070,	10 KW/1 KW (DA-N)	, COUNTRY	ABC E,	$ 35.00	(Torbet)	Great Empire
KFH ,	1330,	5 KW (DA-N)	, OLDIES	CBS, MBS,	$ N/A	(Banner)	Midcontinent
KLEO,	1480,	5 KW/1 KW (DA-2)	, COUNTRY	SMN,	$ 20.00	(Katz)	Southern Skies
KNSS,	1240,	1 KW	, TALK	MBS, ABC T,	$ N/A	(Durpetti)	---
KQAM,	1410,	5 KW/1 KW (DA-2)	, OLDIES	US 1,	$ 19.00	(Eastman)	
KBUZ-F,	99.3,	3 KW @ 175,	BLACK	SBN,	$ 16.00	(---)	(EL DORADO)
KEYN-F,	103.7,	100 KW @ 860,	OLDIES	US 1,	$ 37.00	(Eastman)	
KFDI-F,	101.3,	100 KW @ 1130,	COUNTRY	ABC E,	$ 60.00	(Torbet)	Great Empire
KICT-F,	95.1,	100 KW @ 970,	AOR	ABC R,	$ 38.00	(Mc-Guild)	Lakoduk
KKRD-F,	107.3,	100 KW @ 884,	CHR	,	$ 50.00	(HNWH)	
KRBB-F,	97.9,	100 KW @ 370,	AC	,	$ 30.00	(Republic)	
KOEZ-F,	92.3,	100 KW @ 650,	BTFL/EZ	US 2,	$ 23.00	(Roslin)	(NEWTON)
KRZZ-F,	95.9,	3 KW @ 300,	CLASSIC AOR	SOURCE,	$ 26.00	(Durpetti)	(DERBY)
KWKL-F,	106.5,	100 KW @ 460,	SOFT AC	,	$ 18.00	(---)	(ARKANSAS CITY)
KXLK-F,	105.3,	100 KW @ 1000,	AC	APR,	$ 40.00	(Banner)	Midcontinent
KZSN-F,	102.1,	100 KW @ 1032,	COUNTRY	,	$ 44.00	(Katz)	Southern Skies

MISCELLANEOUS COMMENTS: KLZS-F changes to KRBB and format from JAZZ/NAC to AC (Oct).KFH now programming OLDIES...

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 59/627,500

MSA Rank/Pop: 69/736,000
ADI # 54
Average Person Ratings: 19.0
Market TSL: 25.00 hours

Stations: 38/27
Diaries: 1076/583:1/58.2%
Sample Target: 1000
% Below Line: 8.0
% Not Listed: 10.4

1989 Revenue: $15,200,000
HH Inc.: $24,373
Retail $: 5.1 Bil
Pop per Station: 23,240
#1 Biller: WKRZ-F $2,800,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	(CHR)	160/13.4	14.9	13.3	13.8	13.0	13.9	181/2523	2081/33.2	32.6	32.9	109	19.6	208	2127	WKRZ-F
2. WNAK	(BB)	103/ 8.6	7.3	8.7	7.0	5.0	7.9	103/588	588/ 9.4	9.5	9.6	13	4.4	47	318	WNAK
3. WEZX-F	(AOR)	96/ 8.0	6.1	7.1	6.4	8.9	6.9	102/984	929/14.8	14.7	15.6	131	9.8	104	1126	WEZX-F
4. WARM	(MOR)	66/ 5.5	7.6	5.8	5.5	6.8	6.1	68/1192	1101/17.5	17.3	18.1	78	6.0	64	1014	WARM
5. WWSH-F	(EZ)	63/ 5.3	4.0	5.4	5.3	4.8	5.0	88/898	642/10.2	12.3	10.7	87	4.3	46	537	WWSH-F
6. WMGS-F	(AC)	58/ 4.9	3.5	5.4	5.4	5.0	4.8	69/893	727/11.6	14.8	12.9	159	3.1	33	483	WMGS-F
WEJL	(BB)	58/ 4.9	4.0	2.8	2.2	1.8	3.5	60/644	621/ 9.9	7.2	3.6	31	2.9	31	321	WEJL
8. WWRB-F	(AOR)	35/ 2.9	4.6	3.3	4.4	3.5	3.8	35/707	707/11.3	14.0	12.1	90	4.2	45	934	WWRB-F
9. WGBI-F	(AC)	34/ 2.8	2.6	2.9	3.8	5.1	3.0	51/884	639/10.2	9.5	10.8	139	1.4	15	469	WGBI-F
10. WDLS-F	(C)	29/ 2.4	2.2	----	----	----	1.2	35/337	310/ 4.9	0.0	0.0	129	2.5	27	294	WDLS-F
11. WARD	(T)	25/ 2.1	1.3	2.2	2.3	1.5	2.0	25/350	350/ 5.6	6.2	5.5	29	1.4	15	248	WARD
12. WSGD-F	(O)	22/ 1.8	3.4	2.7	3.0	2.9	2.7	24/530	444/ 7.1	6.5	5.7	183	1.9	20	302	WSGD-F
WHLM-F	(CHR)	22/ 1.8	2.6	1.8	2.8	3.1	2.3	35/661	321/ 5.1	6.4	5.0	144	2.2	23	411	WHLM-F
WBAX	(BB)	22/ 1.8	1.1	2.1	2.4	2.3	1.9	22/279	279/ 4.4	4.0	4.7	22	1.8	19	200	WBAX
15. WZZO-F	(AOR)	21/ 1.8	0.9	1.4	1.3	2.0	1.3	55/660	267/ 4.3	4.0	3.7	122				WZZO-F
WSBG-F	(CHR)	21/ 1.8	1.8	1.2	1.6	1.1	1.6	26/283	249/ 4.0	4.1	3.5	156	1.8	19	341	WSBG-F
WEAY-F	(O)	21/ 1.8	2.0	2.2	1.7	0.6	1.9	21/292	292/ 4.7	6.6	3.0	194	2.2	23	263	WEAY-F
18.																
19.																
20.																

12+ FM SHARE (METRO): 63.14% (675 of 1069) (FAL 88: 69.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F<	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WNAK >	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F	1 WARM >>
2 WWRB-F>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F	2 WEZX-F>	2 WARM	2 WARM >	2 WEZX-F	2 WEZX-F	2 WEZX-F>	2 WEZX-F
3 WEZX-F	3 WMGS-F>	3 WMGS-F	3 WMGS-F	3 WMGS-F>	3 WKRZ-F	3 WEZX-F	3 WNAK	3 WNAK	3 WARM	3 WKRZ-F
4	4 WZZO-F	4	4	4 WWSH-F	WEJL	4 WNAK	WMGS-F<	4 WWSH-F>	4 WWSH-F	4 WILK
5	WWRB-F	5	5	5 WARM	5 WWSH-F	5 WMGS-F	5 WEJL	5 WMGS-F	WWRB-F	5 WLEV-F
6	6	6	6	6	6	6	6 WWSH-F	6 WEJL	6	WWSH-F
								WARM		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F>	1 WEZX-F
2 WWRB-F	2 WMGS-F	2 WMGS-F>	2 WMGS-F>	2 WMGS-F>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>	2 WKRZ-F>>	2 WKRZ-F>
WEZX-F>	WEZX-F	3 WEZX-F	3 WEZX-F	3 WWSH-F	3 WZZO-F	3 WZZO-F>	3 WZZO-F>	3 WMGS-F	3 WMGS-F>
4 WZZO-F	4 WWRB-F>	4 WGBI-F>	4 WWRB-F	WEZX-F	WMGS-F	4 WHLM-F	4 WHLM-F	4	4 WARM
WHX7-F	5 WGBI-F	5 WWRB-F	5 WWSH-F	5 WGBI-F	5	5 WGBI-F	5 WGBI-F	5	5 WWDL-F
WMGS-F	6	6 WHLM-F	6	6 WARM	6	6	6	6	6
		WDLS-F							

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		220 (5)	220 (5)	20.6	21.7
AOR/CLASSIC		162 (5)	162 (5)	15.2	13.2
AC/OLDIES/SOFT ROCK	9 (1)	171 (8)	180 (9)	16.8	24.4
MOR/VARIETY	86 (3)		86 (3)	8.0	10.5
COUNTRY	35 (2)	39 (2)	74 (4)	6.9	5.0
BLACK/URBAN					
BEAUTIFUL/EASY	18 (1)	78 (2)	96 (3)	9.0	10.6
NEWS/TALK	45 (3)		45 (3)	4.2	2.4
NOSTALGIA	189 (4)		189 (4)	17.7	11.0
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (1)	5 (1)	17 (2)	1.6	1.1
	394 (15)	675 (23)	1069 (38)		

OTHER RATED STATIONS			METRO SHARE/RTG/AQH/CUME CUME TSA TSA
WAZL	1490	Hazleton	0.8/1.8/ 9/ 155
WCDL	1440	Carbondale	0.8/1.4/ 16/ 152
WCNR	930	Bloomsburg	1.3/2.6/ 20/ 228
WGBI	910	Scranton/Wl.Br.	1.6/4.7/ 20/ 371
WICK	1400	Scranton	1.5/4.8/ 18/ 304
WILK	980	Wilkes-Barre/Sc	1.3/5.2/ 16/ 361
WJMW	550	Bloomsburg	0.5/1.2/ 8/ 127
WQEQ-F	103.1	Freeland/Hzlton	0.3/1.9/ 9/ 179
WVPO	840	Stroudsburg	0.8/1.5/ 10/ 95
WWDL-F	104.9	Scranton	1.6/4.1/ 19/ 260
WXPX	1300	W Hazleton/Hzlt	1.0/2.4/ 12/ 161
WABC	770	New York	0.3/1.1/ 4/ 141
WAEB-F	104.1	Allentown	0.3/1.7/ 43/ 627
WAVT-F	101.9	Pottsville	0.4/1.3/ 35/ 549
WFMZ-F	100.7	Allentown	1.3/2.7/ 28/ 329
WHXT-F	99.9	Easton/Allentwn	1.1/3.9/ 24/ 505
WILQ-F	105.1	Williamsport	0.8/2.7/ 48/ 479
WKSB-F	102.7	Williamsport	0.4/2.3/ 34/ 579
WLEV-F	96.1	Easton	0.7/2.5/ 19/ 449
WMMR-F	93.3	Philadelphia	0.3/1.4/ 9/ 207
WYSP-F	94.1	Philadelphia	0.5/1.2/ 16/ 149

RADIO STATIONS

WARD,	1550,	10 KW/500 W (DA-2)	, TALK	APR, ABC T, $	12.00 (Savalli)		
WARM,	590,	5 KW (DA-2)	, MOR	NBC, $	45.00 (Mc-Guild)	Susquehanna	
WBAX,	1240,	1 KW	, NOSTALGIA	CNN, $	16.00 (---)		
WEJL,	630,	500 W (DAYS)	, NOSTALGIA	ABC I, $	20.00 (Christal)	Shamrock-Lynett	
WGBI,	910,	1 KW/500 W	, COUNTRY	CBS, $	14.00 (Torbet)		
WICK,	1400,	1 KW	, BTFL/EZ	ABC D, $	14.00 (Roslin)		
WILK,	980,	5 KW/1 KW (DA-2)	, TALK	CNN, ABC E, $	17.00 (Mc-Guild)	Keymarket	
WNAK,	730,	1 KW/38 W (DA-1)	, NOSTALGIA	NBC, $	27.00 (K & P)		
WEAY-F,	92.1,	.9 KW @ 552,	OLDIES	CNN, $	16.00 (---)		
WEZX-F,	107.1,	190 W @ 1270,	AOR	ABC R, $	37.00 (Christal)	Shamrock-Lynett	
WGBI-F,	101.3,	7 KW @ 1110,	AC	RADRAD, $	27.00 (Torbet)		
WHLM-F,	106.5,	37 KW @ 597,	AC	US 2, $	18.00 (Banner)		(BLOOMSBURG)
WKRZ-F,	98.5,	9 KW @ 1172,	CHR	, $	60.00 (Katz)	Keymarket	
WMGS-F,	92.9,	9 KW @ 1060,	AC	, $	40.00 (Mc-Guild)	Susquehanna	
WSGD-F,	94.3,	.3 KW @ 770,	OLDIES	, $	18.00 (Republic)		(CARBONDALE)
WWSH-F,	97.9,	24 KW @ 660,	BTFL/EZ	, $	23.00 (Katz)		(HAZLETON)
WWRB-F,	102.3,	3 KW @ 71,	CHR/AOR	ABC C, $	22.00 (Mc-Guild)		

CALL LETTER CHANGES

WTLQ changes to WWRB

FORMAT CHANGES

WWRB changes from CHR to CHR/AOR (Nov)...

STATION SALES

WILK sold to Keymarket (CEA)...

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/473,200

MSA Rank/Pop: 89/567,000
Philadelphia ADI
Average Person Ratings: 17.8
Market TSL: 23.5 hours

Stations: 32/5
Diaries: 1008/469:1/57.2%
Sample Target: 860
% Below Line: 55.3
% Not Listed: 12.1

1989 Revenue: $10,000,000
HH Inc.: $33,085
Retail $: 4.4 Bil
Pop per Station: 94,640
#1 Biller: WJBR-AF $3,400,000

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSTW-F (CHR)	93/11.0	9.2	9.1	10.5	8.2	----	99/1349	1181/25.0	24.6	26.0	124				WSTW-F
2. WJBR-F (AC)	79/ 9.4	7.8	8.8	10.0	11.1	----	92/1159	1054/22.3	21.2	18.3	117				WJBR-F
3. WDEL (MOR)	55/ 6.5	6.4	6.2	6.5	4.1	----	55/727	695/14.7	15.0	13.0	68				WDEL
4. WMMR-F (AOR)	49/ 5.8	8.8	9.7	7.3	6.9	----	51/791	737/15.6	19.8	20.9	129				WMMR-F
5. WUSL-F (B)	42/ 5.0	7.5	7.3	7.3	9.0	----	43/483	444/ 9.4	13.7	13.2	62				WUSL-F
6. WYSP-F (AOR)	41/ 4.9	3.4	3.8	4.7	3.2	----	49/800	680/14.4	13.9	14.8	127				WYSP-F
7. WKSZ-F (AC)	34/ 4.0	2.5	3.6	4.6	4.1	----	35/592	574/12.1	10.3	11.6	88				WKSZ-F
8. WXTU-F (C)	33/ 3.9	5.0	3.6	3.2	3.2	----	33/363	356/ 7.5	11.6	9.8	113				WXTU-F
9. WILM (N/T)	31/ 3.7	4.1	3.4	3.6	3.5	----	32/539	525/11.1	11.7	9.4	54				WILM
10. WIOQ-F (CHR)	30/ 3.6	3.2	1.4	2.3	1.5	----	32/676	645/13.6	12.0	4.4	42				WIOQ-F

12+ FM SHARE (METRO): 82.84% (613 of 740) (FAL 88: 82.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F	1 WSTW-F>	1 WSTW-F>	1 WSTW-F>	1 WSTW-F	1 WDEL	1 WSTW-F<	1 WSTW-F<	1 WSTW-F	1 WUSL-F	1 WWDB-F
2 WIOQ-F	2 WMMR-F	2 WJBR-F	2 WJBR-F>	2 WJBR-F>	2 WJBR-F>	2 WDEL	2 WJBR-F>	2 WJBR-F>	2 WSTW-F	2 WILM >
3 WEGX-F>	3 WYSP-F<	3 WMMR-F	3 WMMR-F	3 WMMR-F	3 WSTW-F	3 WJBR-F	3 WMMR-F>	3 WMMR-F<	3 WWDB-F	3 WUSL-F
4 WSTW-F	4 WJBR-F>	4 WYSP-F>	4 WYSP-F	4 WYSP-F>	4 WILM	4 WMMR-F	4 WKSZ-F<	4 WUSL-F<	WIOQ-F	WJBR-F
5	5 WUSL-F	5 WUSL-F	5	5 WXTU-F	5 WXTU-F	5 WILM	5 WYSP-F	5 WYSP-F	5 WXTU-F	5 WDEL
6	6	6	6	WDEL	WKSZ-F	6	WDEL	6	6 WMMR-F	6
									WJBR-F	
									WDEL	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WJBR-F<	1 WMMR-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F
2 WJBR-F	2 WJBR-F>	2 WJBR-F>	2 WJBR-F>>	2 WSTW-F	2 WSTW-F>	2 WMMR-F	2 WYSP-F	2 WMMR-F	2 WMMR-F
3 WUSL-F	3 WUSL-F	3 WMMR-F>	3 WUSL-F>	3	3 WYSP-F>	3 WYSP-F>	3 WMMR-F	3 WYSP-F	3 WYSP-F
4 WIOQ-F>	4 WMMR-F	4 WYSP-F	4 WYSP-F	4	4 WIOQ-F	4 WIYY-F	WIYY-F>>	4 WJBR-F>	4 WJBR-F
5 WYSP-F	5 WYSP-F	WMGK-F	WMMR-F	5	WEGX-F	5	5	5 WIYY-F	5 WXTU-F
6 WEGX-F	WIOQ-F	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		155 (4)	155 (4)	20.9	17.0
AOR/CLASSIC		104 (3)	104 (3)	14.1	16.0
AC/OLDIES/SOFT ROCK		158 (7)	158 (7)	21.4	20.7
MOR/VARIETY	55 (1)		55 (1)	7.4	7.1
COUNTRY		59 (3)	59 (3)	8.0	8.6
BLACK/URBAN		62 (2)	62 (2)	8.4	10.9
BEAUTIFUL/EASY		29 (2)	29 (2)	3.9	4.4
NEWS/TALK	48 (4)	24 (1)	72 (5)	9.7	9.8
NOSTALGIA	20 (1)		20 (1)	2.7	1.7
RELIGION/GOSPEL		3 (1)	3 (1)	0.4	
SPANISH					
CLASSICAL		10 (1)	10 (1)	1.4	1.7
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)	9 (1)	13 (2)	1.8	2.0
	127 (7)	613 (25)	740 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDSD-F	94.7	Dover/Wlmngton	1.9/5.3/ 46/ 480
KYW	1060	Philadelphia	0.5/4.8/ 5/ 267
WBSB-F	104.3	Baltimore	0.8/2.8/ 21/ 325
WCAU	1210	Philadelphia	0.7/4.4/ 6/ 221
WDAC-F	94.5	Lancaster	0.4/0.8/ 3/ 38
WDAS-F	105.3	Philadelphia	2.4/5.1/ 20/ 243
WEAZ-F	101.1	Philadelphia	2.6/10.1/ 24/ 506
WEGX-F	106.1	Philadelphia	3.0/13.7/ 25/ 655
WFLN-F	95.7	Philadelphia	1.2/5.0/ 10/ 236
WIP	610	Philadelphia	0.8/3.0/ 7/ 165
WIYY-F	97.9	Baltimore	1.7/3.2/ 14/ 150
WLIF-F	101.9	Baltimore	0.8/1.2/ 7/ 77
WMGK-F	102.9	Philadelphia	1.1/4.2/ 9/ 198
WOGL-F	98.1	Philadelphia	1.9/7.7/ 19/ 408
WPEN	950	Philadelphia	2.4/4.0/ 20/ 200
WPOC-F	93.1	Baltimore	1.2/2.4/ 12/ 161
WQSR-F	105.7	Catonsville	1.0/2.3/ 11/ 132
WSNI-F	104.5	Philadelphia	0.7/4.3/ 6/ 209
WVCH	740	Chester/Philly	0.5/1.0/ 4/ 64
WWDB-F	96.5	Philadelphia	2.9/5.8/ 24/ 276
WWMX-F	106.5	Baltimore	0.7/1.1/ 6/ 52
WXCY-F	103.7	Havre de Grace	1.1/1.9/ 9/ 89

RADIO STATIONS

WDEL, 1150, 5 KW (DA-2), MOR NBC, APR, $ 35.00 (Eastman)
WILM, 1450, 1 KW, NEWS/TALK CBS, MBS, $ 30.00 (Savalli)
WJBR, 1290, 2.5 KW/500 W(DA-2), BASICALLY A SIMULCAST WITH WJBR-F.

WJBR-F, 99.5, 50 KW @ 500, AC APR, $ 75.00 (Katz) CRB
WSTW-F, 93.7, 50 KW @ 460, CHR , $ 70.00 (Eastman)
OTHER RANKED STATIONS -- See Philadelphia

WORCESTER

Arbitron Rank/Pop (12+): 100/352,300
MSA Rank/Pop: 111/417,000
Boston ADI
Average Person Ratings: 18.1
Market TSL: 23.50 hours

Stations: 29/7
Diaries: 888/397:1/54.1%
Sample Target: 740
% Below Line: 37.4
% Not Listed: 11.8

1989 Revenue: $11,400,000
HH Inc.: $31,703
Retail $: 3.8 Bil
Pop per Station: 50,328
#1 Biller: WAAF-F $4,000,000

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSRS-F	(EZ)	83/13.1	11.2	13.8	12.7	13.0	----	120/1553	1005/28.5	24.2	24.5	110	8.9	56	629	WSRS-F
2. WAAF-F	(AOR)	69/10.8	14.9	12.1	12.5	10.9	----	134/1691	846/24.0	28.4	25.9	82				WAAF-F
3. WXLO-F	(AC)	51/ 8.0	4.1	5.5	6.4	7.4	----	97/1249	672/19.1	12.6	14.9	152	6.2	39	508	WXLO-F
4. WTAG	(MOR)	50/ 7.9	7.4	8.5	7.5	9.8	----	52/828	745/21.1	21.8	20.7	54	9.7	61	723	WTAG
5. WZOU-F	(CHR)	47/ 7.4	6.1	7.7	6.1	6.7	----	64/1063	696/19.8	16.2	18.8	66	12.2	77	688	WZOU-F
6. WNEB	(BB)	32/ 5.0	4.0	4.2	3.8	4.7	----	32/354	346/ 9.8	7.6	9.3	12	3.5	22	378	WNEB
7. WODS-F	(O)	27/ 4.2	5.0	4.5	5.5	3.6	----	51/746	400/11.4	13.8	12.9	174	3.8	24	399	WODS-F
WFTQ	(AC)	27/ 4.2	3.1	2.6	5.2	2.9	----	27/436	428/12.1	9.6	7.5	110	2.4	15	207	WFTQ
9. WBZ	(MOR)	21/ 3.3	4.5	4.7	3.2	5.4	----	58/813	390/11.1	11.4	10.7	64	4.8	30	393	WBZ
10. WBCN-F	(AOR)	18/ 2.8	2.5	2.7	2.0	3.6	----	29/457	251/ 7.1	7.4	8.5	121	3.3	21	468	WBCN-F

12+ FM SHARE (METRO): 71.30% (400 of 561) (FAL 88: 71.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F	1 WAAF-F>	1 WAAF-F	1 WXLO-F	1 WSRS-F	1 WSRS-F>	1 WSRS-F	1 WSRS-F>	1 WSRS-F<	1 WAAF-F	1 WBZ >
WAAF-F	2 WZOU-F	2 WXLO-F	2 WSRS-F	2 WXLO-F>	2 WTAG >	2 WTAG	2 WAAF-F<	2 WAAF-F	2 WTAG	2 WAAF-F
3	WXLO-F>	3 WSRS-F	3 WAAF-F	3 WAAF-F	3 WNEB >	3 WAAF-F	3 WXLO-F>	3 WXLO-F	3 WZOU-F>	3 WTAG >
4	4 WSRS-F	4 WZOU-F	4 WODS-F>	4 WODS-F>	4 WXLO-F	4 WXLO-F	4 WZOU-F	4 WZOU-F>	4 WSRS-F	4 WXLO-F
5	5 WBCN-F	5 WODS-F	5 WZOU-F	5 WZOU-F	5 WFTQ	5 WZOU-F	5 WTAG	5 WTAG	5 WBZ	5 WSRS-F
6	6	6	6	6 WFTQ	6	6 WNEB <	6	6	6 WXLO-F	WFTQ
7	7	7	7	7 WTAG	7	7 WFTQ	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAF-F	1 WAAF-F<	1 WXLO-F>	1 WXLO-F>	1 WSRS-F<	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F>	1 WSRS-F
2 WZOU-F>	2 WZOU-F	2 WZOU-F	2 WSRS-F	2 WXLO-F>>	2 WZOU-F>	2 WZOU-F	2 WXLO-F	2 WSRS-F	WAAF-F>
3 WXLO-F>	WXLO-F>>	WAAF-F>	3 WZOU-F	3 WODS-F	3 WXLO-F>	WXLO-F	3 WXKS-F	3 WXLO-F	3 WXLO-F
4 WSRS-F	4 WSRS-F	4 WSRS-F>	WAAF-F>	4 WZOU-F	4 WZLX-F	4 WBCN-F	WBCN-F	4 WODS-F	4 WODS-F>
5 WBCN-F>	5	5 WZLX-F	5 WFTQ	WFTQ	WBCN-F>>	5 WZLX-F	5 WZOU-F	5 WZOU-F	5 WBCN-F
6 WXKS-F	6	WODS-F	6	6 WAAF-F	6	6	WZLX-F	WBCN-F	6
WFTQ >>	7	WFTQ >	7	7		7	WSRS-F>	7	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		64 (3)	64 (3)	11.4	10.8
AOR/CLASSIC		106 (5)	106 (5)	18.9	21.9
AC/OLDIES/SOFT ROCK	27 (1)	99 (6)	126 (7)	22.5	19.5
MOR/VARIETY	79 (4)		79 (4)	14.1	16.4
COUNTRY	11 (1)	14 (1)	25 (2)	4.5	5.3
BLACK/URBAN					
BEAUTIFUL/EASY		100 (3)	100 (3)	17.8	17.8
NEWS/TALK	12 (1)		12 (1)	2.1	1.0
NOSTALGIA	32 (1)	4 (1)	36 (2)	6.4	5.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		9 (1)	9 (1)	1.6	0.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	0.7	
	161 (8)	400 (21)	561 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WORC	1310	Worcester	1.7/7.0/ 16/ 285
WARE	1250	Ware	0.5/1.4/ 5/ 100
WBOS-F	92.9	Brookline/Bston	0.3/2.4/ 4/ 182
WBRU-F	95.5	Providence	0.6/2.5/ 5/ 122
WCRB-F	102.5	Waltham/Boston	1.4/4.7/ 10/ 267
WESO	970	Southbridge	0.8/1.7/ 16/ 141
WJIB-F	96.9	Boston	1.4/4.1/ 13/ 275
WLKW-F	101.5	Providence	1.3/2.8/ 13/ 158
WMJX-F	106.7	Boston	0.8/4.9/ 12/ 267
WPLM-F	99.1	Plymouth/Bos.	0.6/2.2/ 4/ 110
WPRO-F	92.3	Providence	0.3/3.3/ 8/ 218
WQVR-F	100.1	Southbridge	2.2/5.1/ 22/ 303
WRKO	680	Boston	1.9/4.6/ 28/ 314
WROR-F	98.5	Boston	1.4/6.3/ 21/ 423
WSSH-F	99.5	Lowell/Boston	0.5/2.7/ 18/ 287
WVBF-F	105.7	Framingham/Bstn	0.6/2.6/ 6/ 145
WWKS-F	106.3	Woonsocket	0.6/1.6/ 4/ 90
WXKS-F	107.9	Medford/Boston	2.4/7.8/ 18/ 408
WZLX-F	100.7	Boston	2.0/7.9/ 28/ 436

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2) , AC ABC I, $ 35.00 (Katz) Zapis
WNEB, 1230, 1 KW , NOSTALGIA CBS, MBS, $ 18.00 (Savalli)
WORC, 1310, 5 KW/1 KW (DA-2) , OLDIES ABC D, $ 20.00 (---)
WTAG, 580, 5 KW (DA-2) , MOR MBS, TALKNT, $ 45.00 (Banner) Knight

WAAF-F, 107.3, 19 KW @ 823, AOR/CHR , $ 97.00 (Katz) Zapis
WSRS-F, 96.1, 17 KW @ 863, BTFL/EZ , $ 70.00 (Banner) Knight
WXLO-F, 104.5, 37 KW @ 670, AC CNN, $ 50.00 (Mc-Guild)

OTHER RANKED STATIONS -- See Boston

MISCELLANEOUS COMMENTS: WORC sold for $600,000...WORC changes format from COUNTRY to OLDIES (Dec)...

YORK

Arbitron Rank/Pop (12+): 104/340,200
MSA Rank/Pop: 114/409,000
ADI # 46 (w/Harris/Lancaster)
Average Person Ratings: 17.8
Market TSL: 23.00 hours

Stations: 30/10
Diaries: 745/457:1/68.0%
Sample Target: 730
% Below Line: 34.4
% Not Listed: 11.9

1989 Revenue: $12,300,000
HH Inc.: $29,429
Retail $: 2.5 Bil
Pop per Station: 34,020
#1 Biller: WARM-F $3,400,000

12+ METRO		1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYCR-F	(CHR)	75/12.4	12.8	12.8	8.8	12.1	11.7	102/1610	990/29.1	27.1	24.6	65	13.5	85	984	WYCR-F
2. WARM-F	(AC)	62/10.3	9.2	10.4	12.1	8.7	10.5	119/1623	713/21.0	21.9	17.5	150	6.7	42	603	WARM-F
3. WSBA	(MOR)	53/ 8.8	9.7	5.6	8.4	6.4	8.1	61/827	623/18.3	14.9	17.6	61	9.4	59	937	WSBA
4. WRKZ-F	(C)	49/ 8.1	9.2	7.8	11.1	9.2	9.1	169/1849	511/15.0	17.4	17.1	132	7.5	47	509	WRKZ-F
5. WGTY-F	(C)	48/ 7.9	7.0	5.6	5.4	3.2	6.5	60/635	490/14.4	13.1	7.7	90	7.8	49	471	WGTY-F
6. WNCE-F	(EZ)	39/ 6.5	7.5	8.7	9.6	7.6	8.1	130/1612	474/13.9	15.5	17.4	88	3.7	23	324	WNCE-F
7. WQXA-F	(CHR)	35/ 5.8	5.3	6.5	6.3	6.4	6.0	111/1836	575/16.9	22.2	19.8	78	7.8	49	746	WQXA-F
8. WHTF-F	(AOR)	24/ 4.0	2.9	3.1	2.0	2.8	3.0	67/1044	321/ 9.4	10.2	6.1	150	3.7	23	333	WHTF-F
9. WGRX-F	(AOR)	23/ 3.8	3.6	5.1	6.2	5.5	4.7	30/556	370/10.9	13.1	11.1	126	9.2	58	506	WGRX-F
10. WGET	(MOR)	13/ 2.2	0.5	1.7	1.1	2.3	1.4	13/164	164/ 4.8	3.9	5.6	68	2.1	13	201	WGET

12+ FM SHARE (METRO): 82.14% (437 of 532) (FAL 88: 85.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F>	1 WYCR-F	1 WARM-F>	1 WARM-F>	1 WSBA	1 WSBA	1 WARM-F	1 WYCR-F	1 WYCR-F>>	1 WYCR-F>
2 WQXA-F	2 WARM-F>	2 WARM-F>	2 WRKZ-F	2 WRKZ-F>	2 WGTY-F	2 WARM-F<	2 WYCR-F	2 WARM-F	2 WARM-F	2 WNCE-F
3	3 WGRX-F	3 WRKZ-F	3 WYCR-F>	3 WYCR-F	3 WNCE-F	3 WYCR-F	3 WGTY-F	3 WSBA	3 WQXA-F	3 WRKZ-F
4	4 WQXA-F	4 WQXA-F	4 WHTF-F	4 WGTY-F	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F	4 WGTY-F	4 WGRX-F<	4 WGTY-F
5	5 WRKZ-F	5 WGTY-F	5 WGTY-F	5 WHTF-F	5 WARM-F	WGTY-F	5 WSBA	5 WRKZ-F	5 WNCE-F	WARM-F
6	WHTF-F	6	6	6	6	6	6	6 WQXA-F	WSBA	6 WSBA

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F	1 WARM-F	1 WARM-F>>	1 WARM-F>	1 WARM-F>>	1 WYCR-F>>	1 WYCR-F>>	1 WGRX-F	1 WYCR-F>	1 WRKZ-F
2 WQXA-F>>	2 WYCR-F	2 WYCR-F	2 WYCR-F	2 WRKZ-F	2 WGTY-F>	2 WGRX-F	2 WRKZ-F	2 WRKZ-F	2 WARM-F
3 WLAN-F	3 WQXA-F	3 WQXA-F	3 WQXA-F>	3 WNCE-F	3 WTPA-F	3 WRKZ-F	3 WYCR-F	3 WARM-F	3 WHTF-F
WARM-F	4	4 WSBA	4 WNCE-F	WYCR-F	WGRX-F>	4 WHTF-F	WHTF-F	4 WGRX-F	4 WGRX-F
5	5	WHTF-F	5 WRKZ-F	5 WSBA	5 WRKZ-F	5 WARM-F	5 WARM-F	WHTF-F	WYCR-F
6	6	6	6 WGTY-F	6 WQXA-F	6	6 WIMX-F	6	6 WGTY-F	WGTY-F
				WGTY-F					

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		129 (5)	129 (5)	24.2	26.5
AOR/CLASSIC		65 (4)	65 (4)	12.2	13.2
AC/OLDIES/SOFT ROCK		80 (4)	80 (4)	15.0	11.5
MOR/VARIETY	82 (5)		82 (5)	15.4	11.5
COUNTRY	8 (2)	103 (4)	111 (6)	20.9	17.4
BLACK/URBAN					0.6
BEAUTIFUL/EASY		54 (4)	54 (4)	10.2	13.0
NEWS/TALK	5 (1)		5 (1)	0.9	1.0
NOSTALGIA					1.6
RELIGION/GOSPEL		6 (1)	6 (1)	1.1	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.0
	95 (8)	437 (22)	532 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHVR	1280	Hanover	1.5/4.2/ 10/ 157
WOYK	1350	York	0.3/3.1/ 2/ 115
WXKU	1250	York	0.5/1.9/ 3/ 64
WBAL	1090	Baltimore	0.8/2.1/ 7/ 126
WBSB-F	99.9	Frederick	0.3/2.9/ 2/ 158
WDAC-F	94.5	Lancaster	1.0/2.9/ 7/ 828
WFRE-F	99.9	Frederick	0.8/2.7/ 7/ 110
WHP	580	Harrisburg	0.8/4.2/ 57/1054
WHP -F	97.3	Harrisburg	0.3/3.1/ 37/ 686
WHYL	960	Carlisle/Hrsbrg	0.8/1.6/ 36/ 379
WIMX-F	99.3	Harrisburg	1.2/3.4/ 53/ 781
WIOV-F	105.1	Ephrata/Lancast	0.5/3.0/ 62/ 846
WIYY-F	97.9	Baltimore	1.3/4.4/ 9/ 184
WLAN-F	96.9	Lancaster	1.0/4.1/ 75/1320
WLIF-F	101.9	Baltimore	1.3/1.9/ 8/ 112
WNNK-F	104.1	Harrisburg	1.8/6.6/176/2253
WPOC-F	93.1	Baltimore	0.5/3.9/ 4/ 150
WTPA-F	93.5	Mechsbrg/Harsbr	1.7/4.3/ 70/ 865
WWKL-F	94.9	Harrisburg	1.5/4.0/ 51/ 740
WWMD-F	104.7	Hagerstown	0.3/1.5/ 5/ 78

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2) , MOR	MBS, $ 14.00	(---)	(GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2) , MOR	NBC, $ N/A	(HNWH)	
WSBA, 910, 5 KW/1 KW (DA-2) , MOR	, $ 47.00	(Eastman)	Susquehanna
WARM-F, 103.3, 6 KW @ 1310, AC	, $ 57.00	(Eastman)	Susquehanna
WGTY-F, 107.7, 16 KW @ 350, COUNTRY	MBS, $ 17.00	(---)	(GETTYSBURG)
WHTF-F, 92.7, .6 KW @ 700, CLASSIC AOR	SOURCE, $ 25.00	(Banner)	
WQXA-F, 105.7, 25 KW @ 520, CHR	, $ 40.00	(Katz)	
WYCR-F, 98.5, 11 KW @ 930, CHR	, $ 33.00	(HNWH)	

OTHER RANKED STATIONS -- See Harrisburg, Lancaster or Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 83/419,000

MSA Rank/Pop: 97/505,000
ADI # 90
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 21/14
Diaries: 1000/419:1/57.1%
Sample Target: 850
% Below Line: 7.9
% Not Listed: 11.5

1989 Revenue: $10,200,000
HH Inc.: $27,240
Retail $: 3.2 Bil
Pop per Station: 29,928
#1 Biller: NA

12+ METRO	1/4/SHARE	SUM 89	SPG 89	WIN 89	FAL 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 89	FAL 88	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHOT-F (CHR)	91/12.8	14.5	14.4	11.9	13.3	13.4	145/2326	1446/34.5	33.8	35.9	97	15.3	109	1480	WHOT-F
2. WQXK-F (C)	69/ 9.7	8.3	10.9	7.9	9.5	9.2	129/1374	716/17.1	17.7	16.2	97	8.7	62	686	WQXK-F
3. WBBG-F (O)	60/ 8.5	8.8	8.7	6.8	7.3	8.2	75/1068	826/19.7	18.5	15.6	179	8.7	62	529	WBBG-F
4. WKBN-F (EZ)	58/ 8.2	9.0	10.6	11.3	9.5	9.8	88/1349	848/20.2	22.4	22.8	115	8.6	61	696	WKBN-F
5. WKBN (MOR)	56/ 7.9	10.2	8.0	9.0	10.6	8.8	66/1042	791/18.9	17.3	22.0	63	6.9	49	667	WKBN
6. WYFM-F (AC)	50/ 7.0	6.6	4.9	5.9	6.6	6.1	81/1225	684/16.3	15.1	19.4	153	3.7	26	486	WYFM-F
7. WFMJ (BB)	46/ 6.5	6.0	4.7	6.1	3.4	5.8	50/665	562/13.4	11.4	10.7	51	5.1	36	468	WFMJ
8. WNCD-F (AOR)	37/ 5.2	5.6	5.2	7.0	5.4	5.8	37/600	555/13.2	14.1	13.6	106	7.2	51	734	WNCD-F
9. WRKU-F (AOR)	28/ 3.9	3.4	4.5	3.5	0.8	3.8	76/899	485/11.6	9.3	2.9	100	7.2	51	652	WRKU-F
WBBW (N/T)	28/ 3.9	4.0	3.9	3.6	5.2	3.8	32/505	481/11.5	13.3	14.1	44	2.4	17	471	WBBW
11. WMMS-F (AOR)	20/ 2.8	0.7	0.7	2.4	2.2	1.6	20/333	294/ 7.0	4.8	5.8	89	2.1	15	242	WMMS-F
12. WRRO (MOR)	13/ 1.8	0.4	1.1	1.4	1.9	1.2	15/250	222/ 5.3	5.3	7.5	106	0.8	6	223	WRRO
WGFT (REL)	13/ 1.8	1.7	1.4	1.9	1.1	1.7	13/164	164/ 3.9	3.2	2.4	61	0.4	3	22	WGFT
14. WQJY-F (CHR)	12/ 1.7	8.3	10.9	7.9	9.5	7.2	17/526	337/ 8.0	17.7	16.2	65	2.5	18	478	WQJY-F
15. WSOM (MOR)	11/ 1.5	2.0	0.6	----	----	1.0	15/217	141/ 3.4	1.9	0.0	20	1.0	7	113	WSOM

12+ FM SHARE (METRO): 71.02% (446 of 628) (FAL 88: 74.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F	1 WHOT-F>	1 WHOT-F	1 WBBG-F	1 WBBG-F	1 WQXK-F	1 WHOT-F>	1 WKBN-F<	1 WHOT-F	1 WHOT-F>	1 WKBN <
2	2 WNCD-F	2 WBBG-F	2 WHOT-F	2 WHOT-F	2 WKBN-F	2 WKBN	2 WQXK-F<	2 WQXK-F	2 WBBG-F	2 WHOT-F>
3	3 WYFM-F	3 WYFM-F	3 WYFM-F	3 WYFM-F	3 WFMJ	3 WQXK-F<	3 WBBG-F<	3 WBBG-F	3 WKBN	3 WBBG-F>>
4	4 WRKU-F	4 WNCD-F	4 WKBN-F	4 WQXK-F	4 WNCD-F<	4 WYFM-F<	4 WHOT-F	4 WKBN-F	4 WQXK-F>	4 WYFM-F
5	WBBG-F	5 WKBN-F	5 WQXK-F	WKBN-F>	5 WBBG-F	5 WBBG-F	5 WYFM-F	5 WKBN	5 WNCD-F	5 WQXK-F
6	6 WKBN-F	6 WQXK-F	6	6	6	6 WKBN-F	6	6 WNCD-F	WKBN-F	WFMJ
7	7	7	7	7	7	7	7	7	7	WBBW

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-F>>	1 WHOT-F>>	1 WHOT-F>	1 WHOT-F>	1 WHOT-F	1 WRKU-F	1 WRKU-F	1 WKBN-F	1 WBBG-F>	1 WBBG-F>
2 WNCD-F	2 WYFM-F	2 WYFM-F	2 WYFM-F<	2 WBBG-F	2 WNCD-F	WNCD-F	WBBG-F	2 WHOT-F	2 WYFM-F
3 WYFM-F>	3 WNCD-F	WBBG-F>	3 WBBG-F>	3 WYFM-F	3 WHOT-F	3 WHOT-F	3 WYFM-F	3 WRKU-F	WQXK-F<
4 WMMS-F	4 WBBG-F>	4 WNCD-F	4 WKBN-F	4 WKBN-F	4 WMMS-F>>	4 WKBN-F	4 WNCD-F	WNCD-F	4 WHOT-F
WQXK-F	5 WQXK-F	5 WKBN-F	5 WQXK-F	5 WQXK-F	5 WRRO >	5 WMMS-F	WHOT-F	5 WYFM-F	5 WKBN-F
WQJY-F>	6 WKBN-F	6 WQXK-F>>	6 WNCD-F	6	6 WQJY-F	WBBG-F	6 WRKU-F>	6 WQXK-F	6
7	7	7	7	7	WKBN-F>	7 WYFM-F	7	WKBN-F	7

FORMATS	AM	FM	TOTAL	%	FAL 88 %
TOP 40/CHR/CONTEMP		100 (2)	100 (3)	15.9	22.5
AOR/CLASSIC		85 (3)	85 (3)	13.5	9.9
AC/OLDIES/SOFT ROCK		113 (3)	113 (3)	18.0	15.9
MOR/VARIETY	87 (4)		87 (4)	13.9	13.9
COUNTRY		81 (2)	81 (2)	12.9	10.6
BLACK/URBAN					1.2
BEAUTIFUL/EASY		58 (1)	58 (1)	9.2	11.3
NEWS/TALK	36 (2)	9 (2)	45 (4)	7.2	7.6
NOSTALGIA	46 (1)		46 (1)	7.3	3.8
RELIGION/GOSPEL	13 (1)		13 (1)	2.1	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.4
	182 (9)	446 (13)	628 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHOT	1330	Campbell	0.0/2.5/ 0/ 0
WMJI-F	105.7	Cleveland	0.4/2.8/ 3/ 153
WNIR-F	100.1	Kent/Akron	0.7/2.0/ 6/ 129
WPHR-F	107.9	Cleveland	1.3/6.5/ 16/ 376
WPIC	790	Sharon	1.0/3.4/ 20/ 352
WTOF-F	98.1	Canton/Akron	0.6/2.3/ 5/ 137
WWWE	1100	Cleveland	1.1/5.2/ 8/ 256

RADIO STATIONS

WBBW, 1240, 1 KW (DA-1), TALK ABC E, ABC T, $ 24.00 (Republic) H & D
WFMJ, 1390, 5 KW (DA-N), NOSTALGIA NBC, $ 18.00 (Savalli)
WKBN, 570, 5 KW (DA-N), MOR CBS, $ 36.00 (Katz)

WBBG-F, 93.3, 50 KW @ 280, OLDIES ABC E, $ 37.00 (Republic) H & D
WHOT-F, 101.1, 24 KW @ 711, NOSTALGIA , $ 65.00 (Eastman) Myron Jones
WKBN-F, 98.9, 5 KW @ 1370, EZ/SOFT AC , $ 35.00 (Katz)
WOJY-F, 95.9, 3 KW @ 165, CHR , $ 20.00 (K & P) (SHARPSVILLE, PA)

WNCD-F, 106.1, 3 KW @ 330, CLASSIC AOR , $ N/A (Torbet) (NILES)
WQXK-F, 105.1, 88 KW @ 430, COUNTRY , $ 40.00 (Mc-Guild) Legend (SALEM)
WRKU-F, 95.1, 19 KW @ 805, AOR , $ 20.00 (---) Beta (GROVE CITY, PA)
WYFM-F, 102.9, 26 KW @ 455, AC ABC-C, $ 39.00 (Durpetti) Regional (SHARON, PA)

MISCELLANEOUS COMMENTS: WMGZ changes to WOJY (Dec)...WSOM/WQXK-F (Salem) sold by Lincoln to Legend for $5,500,000 (Americom)...WHOT-A stops silumcasting with WHOT-F and changes to NOST. (Dec)...WNCD-F and WRKU-F are reportedly silumcasting and selling in combination...

CONDENSED MARKETS

BURLINGTON, VT

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	WXXX-F	34/18.3	16.1	14.6	19.8	14.9	410	36.0	38.6	35.3	20.7	37	505
2.	WEZF-F	26/14.0	17.2	15.2	14.1	14.9	329	28.9	32.5	30.5	14.5	26	397
3.	WIZN-F	23/12.4	21.5	15.2	16.9	13.1	315	27.6	32.1	28.1	21.2	38	419
4.	WQCR-F	19/10.2	7.5	8.8	9.6	8.3	277	24.3	29.2	27.7	8.9	16	373
5.	WJOY	14/ 7.5	7.0	6.4	9.0	6.0	125	11.0	11.9	16.0	5.0	9	142
6.	WDOT	12/ 6.5	4.3	3.5	5.1	7.7	146	12.8	10.9	11.1	4.5	8	140
7.	WLFE-F	8/ 4.3	3.2	5.3	3.4	3.0	105	9.2	8.1	7.3	1.1	2	98
	WVMT	8/ 4.3	1.6	5.8	7.3	10.1	188	16.5	12.2	15.1	4.5	8	142
	WKDR	8/ 4.3	---	1.2	---	3.0	56	4.9	---	---	1.7	3	68

12+ AMD		12+ MID		12+ PMD		12+ EVE		ADULTS 18-34		ADULTS 25-54		ADULTS 35-64	
1	WXXX-F>	1	WEZF-F	1	WXXX-F>	1	WXXX-F>>	1	WXXX-F>	1	WEZF-F	1	WEZF-F
2	WEZF-F<	2	WQCR-F	2	WEZF-F<	2	WIZN-F<	2	WIZN-F>	2	WIZN-F	2	WDOT >
3	WIZN-F		WXXX-F<	3	WIZN-F	3	WEZF-F>	3	WQCR-F	3	WQCR-F	3	WLFE-F
4	WJOY	4	WIZN-F	4	WQCR-F>	4	WQCR-F	4	WEZF-F	4	WDOT	4	WIZN-F
5	WQCR-F	5		5	WJOY	5		5			WXXX-F		WJOY

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WGLY-F	103.1	Waterbury	.5/3.2/1/36
WMNM-F	92.1	Port Henry	.5/3.1/1/35

CAPE COD

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	WQRC-F	65/21.7	20.7	17.2	20.5	21.6	597	36.7	34.4	31.9	14.1	38	421
2.	WPXC-F	38/12.7	8.9	9.1	12.1	11.7	378	23.2	21.6	20.9	15.2	41	460
3.	WKPE-F	22/ 7.3	8.9	10.2	7.2	7.6	296	18.2	22.9	20.1	8.1	22	343
4.	WPLM-F	18/ 6.0	4.3	4.9	4.2	3.8	225	13.8	11.1	14.4	3.7	10	196
5.	WFCC-F	17/ 5.6	5.6	3.9	4.9	4.2	174	10.7	13.7	8.9	4.8	13	171
6.	WCIB-F	15/ 5.0	8.2	6.0	6.4	4.9	215	13.2	17.7	15.7	2.6	7	158
7.	WCOD-F	14/ 4.7	4.9	6.0	4.5	6.8	304	18.7	17.6	14.4	7.0	19	303
8.	WRKO	10/ 3.3	3.0	2.8	3.8	3.4	133	8.2	9.3	8.5	7.4	20	177
9.	WNTX-F	8/ 2.7	3.9	2.8	2.7	1.5	130	8.0	10.0	6.4	1.9	5	81
	WMVY-F	8/ 2.7	2.3	2.5	3.8	2.3	130	8.0	3.9	6.4	4.8	13	159

12+ AMD		12+ MID		12+ PMD		12+ EVE		ADULTS 18-34		ADULTS 25-54		ADULTS 35-64	
1	WQRC-F>>	1	WQRC-F>	1	WQRC-F	1	WPXC-F	1	WPXV-F>>	1	WPXC-F>	1	WQRC-F>>
2	WPXC-F>	2	WPXC-F>	2	WPXC-F>	2	WQRC-F	2	WKPE-F>>	2	WQRC-F	2	WCIB-F
3	WKPE-F	3	WPLM-F<	3	WPLM-F<	3	WKPE-F	3	WCOD-F	3	WCIB-F	3	WFCC-F
4	WCOD-F	4	WFCC-F<	4	WFCC-F<	4	WFCC-F	4	WMVY-F	4	WCOD-F	4	WCOD-F
5	WCIB-F	5	WCIB-F	5	WCIB-F	5	WOCB-F	5		5		5	WPXC-F

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME				
WFAL-F	101.1	Falmouth	.3/4.7/1/77	WEEI	590	Boston	.7/8.0/2/130
WFXR-F	93.5	Harwich Port.	1.7/8.2/5/133	WHJY-F	94.1	Providence	.7/3.7/2/60
WOCB-F	94.9	W. Yarmouth	2.3/9.3/7/151	WJIB-F	96.6	Boston	.3/2.9/1/47
WBZ	104.1	Boston	1.7/8.9/5/145	WODS-F	103.3	Boston	1.7/3.2/5/52
WCTK-F	98.1	New Bedford	2.3/7.6/7/124				

CHICO

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	KFMF-F	39/16.5	13.3	11.2	16.4	---	373	24.3	21.7	24.3	14.2	31	433
2.	KPAY-F	22/ 9.3	6.0	4.9	4.3	---	272	17.7	20.0	14.3	5.0	11	147
3.	KEWE-F	15/ 6.3	4.4	4.9	4.3	---	144	9.4	7.6	6.2	2.3	5	80
4.	KALF-F	14/ 5.9	4.8	6.3	7.8	---	172	11.2	11.1	16.3	4.6	10	126
	KFBK	14/ 5.9	5.2	7.1	5.6	---	91	5.9	5.2	5.6	6.0	13	171
6.	KRIJ-F	13/ 5.5	4.0	2.7	6.0	---	141	9.2	9.4	12.4	7.8	17	243
7.	KTMX-F	12/ 5.1	4.0	1.8	.9	---	204	13.3	11.8	7.2	4.1	9	182
	KNVR-F	12/ 5.1	4.0	5.8	6.9	---	214	13.9	17.1	16.5	4.6	10	277
9.	KCEZ-F	11/ 4.6	5.6	6.3	3.9	---	186	12.1	15.8	8.0	7.3	16	185
10.	KRFD-F	8/ 3.4	8.4	4.5	10.8	---	184	12.0	22.4	23.0	11.5	25	280
	KGO	8/ 3.4	5.6	3.1	1.3	---	134	8.7	8.0	3.5	4.6	10	122

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KFMF-F>	1 KFMF-F	1 KFMF-F>	1 KFMF-F>	1 KFMF-F>>	1 KFMF-F>>	1 KPAY-F
2 KPAY-F	2 KPAY-F>	2 KPAY-F>	2 KTMX-F	2 KNVR-F	2 KPAY-F	2 KALF-F
3 KFBK>	3 KEWE-F	3 KALF-F	3 KFBK	KPAY-F	3 KALF-F	3 KRIJ-F
4 KEWE-F	4 KALF-F	KNVR-F	4 KPAY-F	4 KTMX-F	4 KNVR-F	4 KFMF-F
5 KCEZ-F	5	KTMX-F	5 KALF-F	5	5 KRIJ-F	KFBK

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KHSL	1290	Chico	2.5/11.3/6/174
KKXX	930	Paradise	.4/ 3.6/1/55
KORV	1340	Orovill	.4/2.9/1/45
KPAY	1060	Chico	2.5/10.0/6/154
KRFD	1410	Marysville	.4/1.1/1/16
KCTC-F	96.1	Sacramento	2.1/5.7/5/77
KDJQ-F	102.7	Red Bluff	.8/5.7/2/88
KNBR	680	San Francisco	.8/5.2/2/80
KSFM-F	102.5	Woodland	.8/2.9/2/45
KZAP-F	98.5	Sacramento	.8/4.0/2/61

DANBURY, CT

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	WRKI-F	33/12.9	13.4	11.0	11.3	11.7	409	25.6	29.0	23.9			
2.	WEZN-F	19/ 7.4	7.9	8.0	5.3	7.0	249	15.6	20.9	13.2			
3.	WKCI-F	18/ 7.0	13.0	6.0	9.8	8.1	326	20.4	25.0	21.1			
4.	WDAQ-F	17/ 6.6	7.2	8.3	11.3	12.8	230	14.4	18.6	22.6			
5.	WEBE-F	15/ 5.9	4.5	4.3	5.7	4.8	203	12.7	12.2	15.6			
6.	WLAD	12/ 4.7	8.2	11.6	10.2	8.1	282	17.7	19.9	23.9			
7.	WCBS	9/ 3.5	3.8	4.7	3.8	3.7	251	15.7	16.7	15.4			
	WREF	9/ 3.5	4.5	2.0	7.2	5.1	61	3.8	9.2	7.5			
9.	WFAN	8/ 3.1	3.4	1.7	.8	.7	192	12.0	12.3	5.6			
10.	WWYZ-F	8/ 3.1	3.1	1.7	---	---	136	8.5	3.4	---			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRKI-F >	1 WRKI-F	1 WRKI-F	1 WKCI-F>	1 WRKI-F>>	1 WRKI-F>	1 WEZN-F
2 WLAD	2 WEZN-F	2 WEZN-F>	2 WRKI-F>	2 WKCI-F	2 WEBE-F<	2 WRKI-F
3 WDAQ-F	3 WDAQ-F	3 WKCI-F	3 WEZN-F	3 WDAQ-F	3 WDAQ-F	3 WEBE-F
4 WEBE-F	4 WKCI-F	4 WEBE-F<	4 WCBS	4 WEBE-F	4 WEZN-F	WDAQ-F
WKCI-F	5	5 WFAN	5	5	5 WFAN	5 WCBS

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WINE	940	Brookfield	2.3/6.8/6/109
WABC	770	New York	1.5/4.7/3/75
WDRC-F	102.9	Hartford	2.3/5.3/6/85
WHUD-F	100.7	Peekskill	2.0/4.6/5/73
WINS	1010	New York	.4/3.2/1/51
WKSS-F	95.7	Hartford	1.2/3.5/3/56
WOR	710	New York	2.7/8.1/7/129
WPLJ-F	95.5	New York	.4/2.2/1/35
WPLR-F	99.1	New Haven	1.6/7.1/4/113
WQHT-F	97.1	New York	1.6/3.5/4/56
WQXR-F	96.3	New York	.4/3.4/1/54
WRCH-F	100.5	Hartford	1.6/5.2/4/83
WXRK-F	92.3	New York	1.6/2.6/4/41
WYNY-F	103.5	New York	2.0/6.0/5/96

FAYETTEVILLE - SPRINGDALE, AR

		SPG	FAL	SPG	FAL	METRO	METRO CUME RATING			Birch	Birch	Birch
12+ METRO	1/4/SHARE	89	88	88	87	CUME	F89	S89	S88	Share	AQH	Cume
1. KKIX-F	41/17.2	24.3	---	25.4	---	529	29.7	31.9	36.6			
2. KAMO-F	36/15.1	10.4	---	9.6	---	360	20.2	20.1	15.6			
3. KEZA-F	26/10.9	6.7	---	7.7	---	388	21.8	17.1	18.5			
KMCK-F	26/10.9	4.1	---	11.2	---	393	22.1	18.7	23.3			
5. KKEG-F	21/ 8.8	12.3	---	12.3	---	342	19.2	26.2	18.1			
6. KCIZ-F	15/ 6.3	9.0	---	8.8	---	310	17.4	21.3	19.6			
7. KOFC	6/ 2.5	.7	---	---	---	50	2.8	3.1	---			
8. KURM	5/ 2.1	4.1	---	3.8	---	150	8.4	10.6	12.0			
9. KBCV-F	5/ 2.1	1.5	---	1.5	---	121	6.8	5.0	6.8			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KKIX-F	1 KAMO-F	1 KKIX-F	1 KMCK-F<	1 KEZA-F	1 KKIX-F	1 KAMO-F
2 KAMO-F>	2 KKIX-F	2 KEZA-F	2 KKIX-F>	KKEG-F	2 KAMO-F>	KKIX-F>>
3 KEZA-F<	3 KEZA-F	3 KMCK-F<	3 KEZA-F	3 KMCK-F	3 KEZA-F>	3 KEZA-F
4 KMCK-F	4 KKEG-F	4 KAMO-F	4 KAMO-F	4 KKIX-F	4 KKEG-F	4 KMCK-F
5 KCIZ-F	5	5 KKEG-F	5 KCIZ-F	5 KCIZ-F	5 KMCK-F	5

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME				
KAMO	1390	Rogers	.8/2.6/2/46	KJEM-F	95.3	Seligman	.4/2.1/1/37
KFAY	1030	Farmington	1.7/5.2/4/93	KQXK	1590	Springdale	.8/2.9/2/52
KJEM	1190	Bentonville	.8/2.6/2/46	KVLT-F	106.1	Tulsa	.8/4.5/2/80

FT. MYERS, FL

		SPG	FAL	SPG	FAL	METRO	METRO CUME RATING			Birch	Birch	Birch
12+ METRO	1/4/SHARE	89	88	88	87	CUME	F89	S89	S88	Share	AQH	Cume
1. WRXK-F	60/12.9	9.8	12.1	12.4	---	468	17.0	17.6	18.0	12.3	99	938
2. WCVU-F	47/10.1	15.7	16.0	14.6	---	616	22.4	25.8	25.7	9.5	77	684
3. WINK-F	40/ 8.6	10.8	12.4	18.8	---	627	22.8	26.0	30.3	7.2	58	823
WCKT-F	40/ 8.6	3.4	2.5	4.5	---	402	14.6	7.9	8.2	4.6	37	506
5. WOLZ-F	37/ 8.0	2.0	2.1	1.6	---	446	16.2	5.5	6.5	7.1	57	478
6. WQEZ-F	30/ 6.5	2.6	10.3	5.4	---	333	12.1	12.4	13.3	2.6	21	244
7. WIXI-F	26/ 5.6	8.0	5.9	7.3	---	195	7.1	10.0	8.4	5.7	46	433
8. WDCQ	22/ 4.7	4.2	3.4	5.2	---	338	12.3	8.5	11.5	1.4	11	179
9. WINK	19/ 4.1	4.8	5.7	4.9	---	275	10.0	10.3	12.7	2.5	20	222
10. WAVV-F	12/ 2.6	3.2	1.8	1.4	---	220	8.0	10.6	3.7	3.6	29	305
WKII	12/ 2.6	4.6	4.1	1.6	---	124	4.5	5.2	5.0	2.4	19	125
12. WHEW-F	11/ 2.4	8.0	5.3	4.9	---	160	5.8	15.0	10.4	4.3	35	397

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRXK-F	1 WRXK-F>	1 WRXK-F	1 WCVU-F<	1 WRXK-F>>	1 WRXK-F>	1 WOLZ-F
2 WCKT-F<	2 WCUV-F	2 WCVU-F	2 WRXK-F	2 WINK-F	2 WOLZ-F	2 WCVU-F
3 WCVU-F	3 WQEZ-F<	3 WINK-F	WINK-F	3 WCKT-F	3 WINK-F	3 WQEZ-F<
WINK-F	4 WINK-F	WOLZ-F<	4 WDCQ	4 WQEZ-F	4 WDCQ	4 WCKT-F<
5 WINK	5 WCKT-F	5 WCKT-F	5 WOLZ-F	5 WOLZ-F	WCKT-F	5 WDCQ
	WOLZ-F					

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME				
WMYR	1410	Ft. Myers	.4/2.4/2/66	WZRZ	770	N. Ft. Myers	.6/2.5/3/69
WRCC-F	103.7	Cape Cod	1.9/5.2/9/143	WHVE-F	102.5	Sarasota	1.3/2.9/6/105

FT. PIERCE, FL

	12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	WKGR-F	50/14.7	9.9	---	6.0	---	385	19.3	17.9	13.2			
2.	WHLG-F	47/13.8	11.4	---	14.4	---	401	20.1	17.7	18.9			
3.	WOVV-F	44/12.9	19.8	---	15.8	---	509	25.5	33.2	27.3			
4.	WEAT-F	28/ 8.2	9.6	---	7.4	---	263	13.2	15.1	11.9			
5.	WZZR-F	24/ 7.1	8.3	---	7.4	---	311	15.6	24.4	16.2			
6.	WSTU	15/ 4.4	2.5	---	1.3	---	184	9.2	9.4	4.2			
7.	WIRK-F	14/ 4.1	3.7	---	5.7	---	148	7.4	7.8	8.9			
	WRMF-F	14/ 4.1	3.1	---	6.4	---	184	9.2	11.2	8.6			
9.	WGYL-F	12/ 3.5	2.5	---	2.0	---	134	6.7	5.0	3.6			
10.	WCXL-F	11/ 3.2	3.1	---	6.7	---	229	11.5	11.5	11.0			
11.	WAVW-F	10/ 2.9	3.1	---	5.0	---	174	8.7	6.1	8.7			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WKGR-F<	1 WKGR-F<	1 WKGR-F<	1 WOVV-F>	1 WKGR-F>>	1 WKGR-F>	1 WHLG-F>
2 WOVV-F	2 WHLG-F>	2 WHLG-F	2 WKGR-F<	2 WOVV-F	2 WOVV-F>	2 WOVV-F
3 WHLG-F	3 WOVV-F	3 WOVV-F>	3 WHLG-F	3 WZZR-F>	3 WRMF-F	3 WEAT-F
4 WEAT-F	4 WEAT-F	4 WZZR-F	4 WZZR-F	4	4 WSTU	WIRK-F
5 WZZR-F	5 WZZR-F	5 WEAT-F	5	5	WHLG-F	5 WRMF-F

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WDKC	1330	Fort Pierce	1.8/8.2/6/164
WIRA	1400	Fort Pierce	.9/6.3/3/126
WPSL	1590	Port St. Lucie	.3/2.3/1/46
WIOD	610	Miami	.3/2.7/1/54

GAINESVILLE, FL

	12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	WRUF-F	43/18.5	18.0	16.5	11.8	17.7	638	40.1	28.6	27.0			
2.	WYKS-F	26/11.2	13.3	12.7	14.4	8.6	474	29.8	29.2	30.9			
	WKTK-F	26/11.2	6.6	11.9	18.3	15.1	355	27.3	24.5	30.4			
4.	WJHM-F	25/10.8	2.4	5.5	2.2	---	224	14.1	6.9	4.9			
5.	KYGC-F	15/ 6.5	10.0	8.1	5.7	10.3	228	14.3	15.4	11.9			
6.	WMMZ-F	6/ 2.6	4.7	6.8	3.5	1.3	256	16.1	13.3	11.5			
	WLUS	6/ 2.6	9.5	4.7	8.7	3.4	78	4.9	7.9	7.9			
	WGGG-F	6/ 2.6	2.4	5.9	5.2	4.3	194	12.2	11.9	14.2			
	WYOC-F	6/ 2.6	2.4	.4	1.7	1.3	138	8.7	4.2	2.8			
10.	WRUF	6/ 2.6	3.8	4.2	4.8	6.9	156	9.8	14.3	14.1			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRUF-F>	1 WRUF-F>	1 WRUF-F>	1 WYKS-F<	1 WRUF-F	1 WRUF-F>	1 WRUF-F
2 WKTK-F<	2 WKTK-F	2 WYKS-F<	2 WJHM-F	2 WYKS-F>	2 WKTK-F>	2 WKTK-F>
3 WYGC-F	3 WYKS-F	3 WJHM-F	3 WRUF-F>	3 WKTK-F<	3 WJHM-F>	3 WYGC-F
4 WJHM-F	4 WJHM-F	4 WKTK-F	4 WKTK-F	4 WJHM-F	4 WYGC-F	4 WYOC-F
5 WYKS-F	WYGC-F	5	5	5	5	WJHM-F
						WLUS

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WGGG	1230	Gainesville	.4/2.6/1/41
WAPE-F	95.1	Jacksonville	.9/6.0/2/95
WMFQ-F	92.9	Ocala	.4/3.3/1/53
WNFI-F	99.9	Palatka	.4/7.7/1/123

LAFAYETTE, IN

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. WASK-F	28/19.2	15.2	16.7	18.3	14.7	290	27.5	21.3	20.3			
2. WAZY-F	24/16.4	21.5	22.9	27.8	23.1	382	36.3	42.2	43.8			
3. WASK	19/13.0	19.0	16.0	11.9	16.8	257	24.5	20.7	19.9			
4. WKHY-F	16/11.0	13.9	11.8	10.3	12.6	269	25.5	29.4	24.7			
5. WFBQ-F	11/ 7.5	7.0	11.8	8.7	8.4	204	19.4	22.4	19.9			
6. WKJM-F	9/ 6.2	2.5	4.2	2.4	4.2	196	18.6	14.5	7.2			
7. WSHW-F	6/ 4.1	3.2	1.2	---	2.1	141	13.4	8.9	---			
8. WCFY	3/ 2.1	---	---	4.8	2.8	57	5.4	---	5.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WASK-F>	1 WASK-F	1 WASK-F	1 WAZY-F>	1 WAZY-F	1 WASK-F>	1 WASK-F>>
2 WASK	2 WAZY-F<	2 WAZY-F>	2 WKHY-F<	2 WKHY-F	2 WKHY-F	2 WASK >>
3 WAZY-F>	3 WKHY-F	3 WASK	3 WASK	3 WFBQ-F	3 WAZY-F	3 WKHY-F
4 WKHY-F	4 WASK	WKHY-F	WASK-F	4	4 WASK	4 WAZY-F
5 WFBQ-F	5	5	5	5	5	5

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WFMS-F	95.5	Indianapolis	1.4/3.7/2/39
WIBC	1070	Indianapolis	.7/3.9/1/41
WMJC-F	103.3	Indianapolis	1.4/3.2/2/34

MUSKEGON, MI

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. WSNX-F	38/18.1	22.8	23.2	22.0	---	490	37.8	41.8	34.3			
2. WMUS-F	30/14.3	17.4	13.6	20.8	---	351	27.1	26.7	23.1			
3. WQWQ-F	19/ 9.0	8.2	8.2	9.5	---	221	17.1	14.8	14.9			
4. WKBZ	15/ 7.1	5.5	6.8	7.1	---	269	20.8	11.2	17.5			
5. WLCS-F	10/ 4.8	5.9	6.8	4.2	---	183	14.1	12.7	12.7			
6. WKBZ-F	9/ 4.3	4.6	5.5	4.8	---	206	15.9	12.1	10.4			
WCXT-F	9/ 4.3	5.0	1.8	3.0	---	146	11.3	14.7	7.5			
WKWM	9/ 4.3	1.8	---	3.0	---	47	3.6	3.4	5.0			
9. WKLQ-F	8/ 3.8	2.3	3.2	3.0	---	184	14.2	11.2	10.1			
10. WLAV-F	7/ 3.3	2.7	3.6	6.0	---	102	7.9	7.4	9.9			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WSNX-F	1 WSNX-F<	1 WSNX-F>	1 WSNX-F>>	1 WSNX-F>>	1 WSNX-F<	1 WMUS-F>>
2 WMUS-F	2 WMUS-F	2 WMUS-F>	2 WMUS-F>	2 WKLQ-F	2 WMUS-F>>	2 WKBZ <
3 WKBZ >	3 WQWQ-F>	3 WQWQ-F	3 WLCS-F	WLAV-F	3 WLCS-F	3 WQWQ-F
4 WQWQ-F	4 WKBZ	4	WQWQ-F	WLCS-F	4 WCXT-F	WSNX-F
5	5 WKBZ-F	5	5	5 WMUS-F	WKBZ-F	5

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WMUS	1090	Muskegon	1.4/5.5/3/71
WSHN-F	100.1	Fremont	.5/2.3/1/30
WFUR-F	102.9	Grand Rapids	1.0/3.2/2/41
WGN	720	Chicago	1.9/4.2/4/54
WGRD-F	97.9	Grand Rapids	2.4/9.2/5/119
WODJ-F	107.3	Greenville	.5/4.6/1/60
WYXX-F	96.1	Holland	.5/2.2/1/28

NEW BEDFORD - FALL RIVER

	12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	WPRO-F	63/ 7.9	10.2	10.1	15.5	11.4	1028	24.5	24.7	33.6	12.7	101	1154
2.	WHJY-F	59/ 7.4	9.4	8.6	9.0	9.0	770	18.4	18.9	17.2	12.2	97	941
3.	WFHN-F	48/ 6.0	3.8	---	---	---	491	11.7	8.8	---	7.1	56	475
4.	WWLI-F	44/ 5.5	4.0	3.4	3.3	3.8	493	11.8	8.0	8.9	2.4	19	244
5.	WLKW-F	43/ 5.4	5.8	4.1	6.6	10.6	456	10.9	[illegible]	13.8	7.7	61	563
6.	WBSM	38/ 4.8	6.6	5.9	2.1	6.7	276	6.6	10.0	6.2	4.9	39	353
7.	WSNE-F	34/ 4.3	2.4	4.9	3.1	4.3	446	10.6	8.4	12.7	3.8	30	437
	WBZ	34/ 4.3	1.5	2.7	4.0	1.7	376	9.0	5.1	8.6	3.1	25	321
	WPLM-F	34/ 4.3	2.1	3.4	2.7	2.6	214	5.1	5.9	5.7	2.3	18	290
10.	WODS-F	32/ 4.0	5.2	3.3	4.8	2.2	478	11.4	11.5	11.3	3.3	26	6.2

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WHJY-F	1 WWLI-F	1 WHJY-F	1 WPRO-F	1 WHJY-F>	1 WHJY-F	1 WWLI-F<
2 WPRO-F	2 WHJY-F	2 WPRO-F	2 WHJY-F	2 WFHN-F	2 WSNE-F<	2 WLKW-F
3 WSNE-F	3 WFHN-F	3 WFHN-F	3 WLKW-F	3 WPRO-F	WWLI-F	3 WODS-F<
4 WBZ	4 WBSM	4 WWLI-F	4 WFHN-F	4 WSNE-F	4 WFHN-F	4 WPRO-F
5 WFHN-F	WPRO-F	5 WBZ	5 WBZ	5 WWLI-F	5 WODS-F	5 WBSM-F
WWLI-F						WCTK-F

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WCKT-F	98.1	New Bedford	2.9/8.2/23/345
WHTB	1400	Fall River	1.5/3.8/12/159
WNBH	1340	New Bedford	1.1/3.3/9/139
WPEP	1570	Tauton	2.6/3.3/21/139
WSAR	1480	Fall River	.5/2.8/4/117
WAAF-F	107.3	Worcester	.6/2.9/5/120
WBCN-F	104.1	Boston	1.6/5.6/13/236
WBOS-F	92.9	Brookline	.4/2.2/3/91
WBRU-F	95.5	Providence	1.3/5.7/10/240
WWKX-F	106.3	Woonsocket	1.5/4.1/12/172
WWRX-F	107.9	Medford	1.4/5.3/11/224
WZLX-F	100.7	Boston	1.4/4.1/11/171
WZOU-F	94.5	Boston	1.1/6.8/9/284
WCAV-F	97.7	Brockton	1.4/4.0/11/168
WEEI	590	Boston	1.3/4.5/10/190
WHDH	850	Boston	.5/4.0/4/168
WHIM	1110	Providence	1.8/3.8/14/161
WHJJ	920	Providence	1.9/5.7/15/240
WJIB-F	96.9	Boston	2.1/3.3/17/137
WMJX-F	106.7	Boston	.6/2.8/5/118
WPRO	630	Providence	1.9/7.0/15/294
WQRC-F	99.9	Barnstable	.4/2.6/3/110
WROR-F	98.5	Boston	2.0/5.3/16/221
WVBF-F	105.7	Framingham	.5/2.2/4/94

ODESSA-MIDLAND

	12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	KODM-F	52/16.1	13.4	---	16.1	---	475	24.4	[illegible]	29.6			
2.	KNFM-F	46/14.2	17.0	---	10.3	---	438	22.5	29.8	21.4			
3.	KCHX-F	38/11.8	6.0	---	---	---	492	25.3	12.7	---			
4.	KBAT-F	28/ 8.7	9.6	---	8.3	---	368	18.9	20.1	19.2			
5.	KMGP-F	20/ 6.2	9.9	---	13.5	---	321	16.5	26.1	24.4			
6.	KQIP-F	16/ 5.0	4.7	---	2.9	---	181	9.3	11.0	9.8			
	KGEE-F	16/ 5.0	6.3	---	10.6	---	248	12.8	11.4	16.3			
8.	KMND	13/ 4.0	3.3	---	3.4	---	80	4.1	3.7	4.9			
9.	KWMJ-F	11/ 3.4	5.5	---	7.8	---	242	12.5	13.9	13.3			
	KCRS	11/ 3.4	2.7	---	3.4	---	211	10.9	7.2	7.7			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KNFM-F	1 KODM-F	1 KODM-F>	1 KCHX-F>	1 KODM-F	1 KNFM-F<	1 KNFM-F<
2 KODM-F>	2 KNFM-F>	2 KNFM-F	2 KBAT-F	2 KBAT-F	2 KODM-F>>	2 KODM-F>
3 KCHX-F>	3 KMGP-F<	3 KBAT-F<	3 KODM-F	3 KCHX-F	3 KQIP-F	3 KGEE-F
4 KBAT-F	4 KCHX-F<	4 KCHX-F>	4 KNFM-F	4 KNFM-F>	KBAT-F	4 KMND-F
5 KMGO-F	5 KGEE-F	5	5	5 KMGP-F	5	KMGP-F

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KIOL-F	100.3	Lamesa	2.2/9.1/7/177
KJBC	1150	Midland	1.9/3.9/6/76
KKKK-F	99.1	Odessa/Midland	1.2/5.6/4/108
KNDA	1000	Odessa	1.9/3.0/6/59
KOZA	1230	Odessa	3.4/4.4/11/86
KRIL	1410	Odessa/Midland	.3/3.0/1/58
KWEL	1070	Midland/Odessa	1.9/2.6/6/50

PALM SPRINGS, CA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. KPSI-F	27/11.3	6.9	9.7	6.6	13.4	381	24.9	18.1	20.3	13.3	34	377
2. KCMJ-F	25/10.5	9.7	14.9	12.4	6.1	305	19.9	21.2	19.0	2.7	7	130
KWXY-F	25/10.5	7.6	9.7	12.0	13.4	188	12.3	13.5	18.7	5.5	14	133
4. KBZT-F	18/ 7.6	4.3	4.1	5.4	3.1	157	10.2	8.1	10.3	4.3	11	146
5. KUNA	17/ 7.1	11.2	4.1	7.9	10.0	148	9.7	10.1	10.8	7.8	20	194
6. KDES-F	14/ 5.9	7.9	4.5	8.7	10.0	242	15.8	19.1	23.4	5.5	14	235
KPLM-F	14/ 5.9	7.9	12.7	6.2	11.5	224	14.6	16.4	17.3	5.9	15	212
8. KCLB	13/ 5.3	3.6	3.0	3.3	4.6	121	7.9	7.2	7.8	6.3	16	186
9. KCHV-F	12/ 5.0	7.6	5.2	8.7	6.1	154	10.0	12.9	9.1	10.6	27	250
10. KPSI	8/ 3.4	4.3	4.5	3.3	1.9	89	5.8	10.9	6.1	2.4	6	93

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KWXY-F<	1 KCMJ-F	1 KPSI-F	1 KPSI-F	1 KCMJ-F	1 KCMJ-F	1 KBZT-F
2 KPSI-F<	2 KPSI-F	2 KCMJ-F	2 KCMJ-F	2 KPSI-F	2 KDES-F	2 KPLM-F
KBZT-F	3 KBZT-F	3 KWXY-F	3 KCHV-F	3 KCHV-F	KPSI-F	3 KWXY-F
KCMJ-F	4 KWXY-F	4 KBZT-F	4 KUNA	4 KUNA	KUNA	4 KDES-F
5 KUNA	5 KPLM-F<	5 KDES-F	5 KWXY-F	5 KCLB	5 KCHV-F	KPSI
	6 KDES-F	KUNA			KCLB	KUNA
					KPLM-F	

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KCMJ	1140	Palm Springs	2.5/10.0/6/153
KDES	920	Palm Springs	.8/6.1/2/93
KEZN-F	103.1	Palm Desert	2.1/7.2/5/110
KNWZ	1270	Palm Desert	1.3/4.9/3/75
KROR-F	106.9	Yucca Valley	.8/2.9/2/44
KWXY	1340	Cathedral City	2.5/5.0/6/76

READING, PA

12+ METRO	1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1. WRFY-F	82/16.1	19.8	16.8	22.1	13.5	984	34.9	38.4	37.7			
2. WYSP-F	34/ 6.7	4.7	5.8	6.9	4.8	369	13.1	14.5	14.2			
3. WIOV-F	32/ 6.3	4.5	8.0	3.9	4.1	297	10.5	13.1	8.6			
4. WEEU	31/ 6.1	10.7	11.2	11.4	10.0	548	19.5	21.4	24.4			
WRAW	31/ 6.1	7.7	5.0	7.7	9.4	350	12.4	14.8	13.9			
6. WEGX-F	27/ 5.3	2.4	2.8	3.4	3.3	345	12.3	9.3	10.2			
WMMR-F	27/ 5.3	5.7	4.3	5.4	5.5	376	13.4	14.2	10.8			
8. WXTU-F	25/ 4.9	1.0	1.9	2.1	4.4	258	9.2	5.2	6.7			
9. WYCL-F	22/ 4.3	.4	---	.9	1.3	371	13.2	3.9	3.9			
10. WAGO	21/ 4.1	4.3	3.9	3.9	4.6	285	10.1	11.6	11.6			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRFY-F>	1 WRFY-F>	1 WRFY-F>	1 WRFY-F	1 WRFY-F	1 WRFY-F>>	1 WRFY-F
2 WEEU	2 WEEU	2 WYSP-F<	2 WYSP-F>>	2 WYSP-F>>	2 WYSP-F<	2 WIOV-F>
3 WMMR-F<	3 WYSP-F<	3 WMMR-F	3 WYSP-F	3 WMMR-F>	3 WIOV-F<	3 WXTU-F<
4 WIOV-F<	4 WMMR-F<	4 WRAW<	4 WUSL-F	4 WYCL-F	4 WMMR-F	4 WAGO
5 WEGX-F	5 WIOV-F	5 WEGX-F	5 WEEU	5 WEGX-F	5 WYCL-F	5 WEEU
		WIOV-F				

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME				
KYW	1060	Philadelphia	1.8/12.0/9/337	WKSZ-F	100.3	Media	.6/2.8/3/78
WAEB-F	104.1	Allentown	.8/6.4/4/181	WMGK-F	102.9	Philadelphia	1.0/5.6/5/157
WDAC-F	94.5	Lancaster	2.5/4.6/13/130	WOGL-F	98.1	Philadelphia	2.4/8.9/12/250
WEAZ-F	101.1	Philadelphia	3.1/11.0/16/309	WSNI-F	104.5	Philadelphia	1.4/7.1/7/201
WFLN-F	95.7	Philadelphia	.8/4.3/4/120	WUSL-F	98.9	Philadelphia	1.4/5.5/7/154
WFMZ-F	100.7	Allentown	1.2/4.0/6/114	WWDB-F	96.5	Philadelphia	1.4/4.2/7/117
WIP	610	Philadelphia	.6/3.3/3/93	WZZO-F	95.1	Bethlehem	1.4/3.5/7/99

SANTA BARBARA, CA

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	KRUZ-F	29/11.3	9.3	9.1	9.1	10.3	293	17.6	22.3	20.7	8.9	18	282
2.	KTYD-F	23/8.9	12.2	17.9	14.0	12.1	417	25.1	31.8	27.8	21.9	46	665
3.	KMGQ-F	20/7.8	6.3	5.6	9.9	7.8	352	21.2	16.7	18.9	5.7	12	231
4.	KSBL-F	19/7.4	7.0	9.5	.8	.8	247	14.8	15.8	5.5	6.2	13	207
5.	KCQR-F	18/7.0	3.0	---	---	---	226	13.6	9.2	---	3.3	7	143
6.	KTMS	16/6.2	7.4	6.3	6.6	8.2	264	15.9	15.1	17.7	8.1	17	301
7.	KCAQ-F	15/5.8	3.7	2.8	1.7	3.1	216	13.0	11.8	8.3	5.7	12	309
8.	KDB-F	14/5.4	5.2	5.6	5.8	4.7	230	13.8	12.9	12.8	4.3	9	178
9.	KIST	12/4.7	6.3	2.5	3.3	5.4	125	7.5	10.8	12.7	1.4	3	89
10.	KHTY-F	8/3.1	7.0	7.7	9.5	12.5	258	15.5	22.3	21.1	6.2	13	340

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KRUZ-F<	1 KRUZ-F	1 KRUZ-F	1 KMGQ-F<	1 KTYD-F	1 KMGQ-F	1 KRUZ-F
2 KTMS	2 KSBL-F	2 KSBL-F	2 KTYD-F	2 KMGQ-F	KTYD-F	2 KSBL-F
3 KTYD-F	KTYD-F	3 KTYD-F	3 KCQR-F	3 KCQR-F	3 KCQR-F	3 KIST
4 KIST	4 KMGQ-F	4 KMGQ-F	KRUZ-F	4 KSBL-F	KIST	KTMS
5 KSBL-F	5 KTMS	KCAQ-F	5 KCAQ-F	5 KRUZ-F	KRUZ-F	5 KMGQ-F
					KSBL-F	

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KBBQ	990	Santa Barbara	.8/4.8/2/80
KDB	1490	Santa Barbara	.4/2.9/0/49
KESP	1290	Santa Barbara	2.7/4.5/7/75
KFI	640	Los Angeles	2.3/4.2/6/70
KHAY-F	100.7	Ventura	1.2/2.3/3/39
KKGQ-F	105.1	Los Angeles	1.2/2.6/3/44
KLOS-F	95.5	Los Angeles	1.6/7.8/4/129
KNX	1070	Los Angeles	2.7/10.6/7/177
KTRO	1520	Port Hueneme	2.3/3.2/6/53
KTWV-F	94.7	Los Angeles	1.2/2.3/3/39

SANTA ROSA, CA

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	KZST-F	47/9.0	10.3	9.7	9.0	10.7	602	19.1	20.4	22.5	6.0	34	499
2.	KRQR-F	42/8.1	5.5	5.6	4.7	3.4	442	14.0	13.7	11.5	5.3	30	383
3.	KGO	40/7.7	5.3	5.2	5.1	4.6	591	18.7	20.3	15.7	8.5	48	477
4.	KHTT-F	37/7.1	3.3	4.9	5.9	4.2	521	16.5	12.6	21.1	8.5	50	629
5.	KXFX-F	34/6.5	7.7	6.2	2.9	4.4	441	14.0	17.8	7.8	7.3	41	439
6.	KCBS	30/5.8	4.0	6.4	4.3	4.4	609	19.3	14.8	13.9	4.8	27	462
	KNEW	30/5.8	4.6	2.6	3.7	4.4	361	11.4	11.0	8.9	3.9	22	293
8.	KFRC	23/4.4	5.3	5.2	5.1	4.6	349	11.1	12.5	13.1	4.4	25	304
9.	KABL-F	21/4.0	6.2	3.9	3.5	3.8	247	9.1	8.9	7.5	2.7	15	248
10.	KPRQ-F	20/3.8	2.8	5.2	3.9	4.2	406	12.9	7.8	8.9	4.1	23	223
	KNBR	20/5.8	5.0	1.5	5.5	3.2	436	13.8	16.2	13.7	3.7	21	341

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KRQR-F	1 KRQR-F	1 KZST-F	1 KZST-F	1 KRQR-F>	1 KZST-F	1 KGO<
2 KGO	2 KZST-F	2 KRQR-F	2 KXFX-F	2 KXFX-F	2 KRQR-F	2 KZST-F
3 KZST-F<	3 KGO	3 KGO<	KGO<	3 KHTT-F	3 KXFX-F	3 KNEW
KCBS	4 KCBS	4 KXFX-F	4 KHTT-F	KZST-F	4 KNEW	4 KNBR
5 KSRO	KXFX-F	5 KHTT-F	5 KNEW	5	5 KRPQ-F	5
					KGO	

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
KMGG-F	97.7	Monte Rio	2.9/13.1/15/413
KSRO	1350	Santa Rosa	3.6/9.7/19/307
KABL	740	San Francisco	1.9/7.8/10/247
KDFC	1220	Palo Alto	0/1.3/0/41
KDFC-F	102.1	San Francisco	.8/3.9/4/124
KITS-F	105.3	San Francisco	1.2/4.9/6/155
KKHI	1550	San Francisco	.4/1.3/2/42
KKHI-F	106.1	San Francisco	0/1.5/0/47
KOFY-F	1050	San Francisco	1.0/3.0/5/96
KOIT	1260	San Francisco	.4/1.2/2/39
KOIT-F	96.5	San Francisco	1.0/4.4/5/140
KSAN-F	94.9	San Francisco	1.3/3.9/7/124
KSFO	560	San Francisco	2.3/6.2/12/195
KYA-F	93.3	San Francisco	1.2/3.1/6/98
KXXX-F	99.7	San Francisco	1.0/4.3/5/137

STAMFORD - NORWALK, CT

12+ METRO		1/4/SHARE	SPG 89	FAL 88	SPG 88	FAL 87	METRO CUME	METRO CUME RATING F89	S89	S88	Birch Share	Birch AQH	Birch Cume
1.	WHTZ-F	31/ 6.7	6.1	3.7	4.9	5.2	489	17.0	15.7	13.7			
2.	WSTC	28/ 6.0	7.2	6.1	8.4	7.9	312	10.8	16.1	14.6			
3.	WCBS	25/ 5.4	5.7	4.5	5.4	6.9	561	19.5	19.7	22.6			
	WEZN-F	25/ 6.7	5.5	5.2	3.8	8.2	438	15.2	14.8	13.0			
5.	WEBE-F	23/ 4.9	4.9	3.7	5.1	4.2	407	14.1	14.0	12.0			
	WNEW-F	23/ 4.9	2.5	3.9	5.6	3.7	363	12.6	8.1	12.3			
7.	WYNY-F	19/ 4.1	2.0	2.4	1.5	2.7	224	7.8	7.5	5.3			
8.	WEFX-F	15/ 3.2	3.9	5.0	3.8	3.5	361	12.5	10.9	9.8			
	WABC	15/ 3.2	1.8	1.9	1.3	1.5	129	4.5	7.1	7.2			
	WXRK-F	15/ 3.2	3.9	4.5	4.9	3.2	293	10.2	8.7	10.8			
11.	WNLK	14/ 3.0	2.7	2.8	2.0	3.5	220	7.6	6.4	5.9			
12.	WOR	13/ 2.8	1.4	2.8	1.3	3.0	162	5.6	4.4	3.3			

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WCBS <	1 WEZN-F>	1 WHTZ-F	1 WSTC	1 WHTZ-F	1 WEBE-F	1 WEZN-F
2 WSTC	2 WEBE-F	2 WEBE-F	2 WNEW-F<	WXRK-F	2 WYNY-F	2 WCBS
3 WHTZ-F	3 WSTC <	3 WNEW-F	3 WHTZ-F	3 WEBE-F	3 WCBS	3 WYNY-F
4 WEZN-F	4 WEFX-F	WYNY-F	4	WNEW-F	WFAN	4 WSTC
5 WEBE-F<	WHTZ-F	5 WABC	5	5 WEFX-F	WHTZ-F	5 WEBE-F
6 WNLK						

OTHER RATED STATIONS			SHARE/CUME RTG/AQH/CUME
WGCH	1490	Greenwich	1.7/6.0/8/174
WJAZ-F	96.7	Stamford	2.4/8.9/11/255
WBLI-F	106.1	Patchogue	.4/2.5/2/73
WBLS-F	107.5	New York	1.5/5.0/7/143
WCBS-F	101.1	New York	2.4/7.5/11/215
WDRE-F	92.1	Garden City	1.1/3.8/5/109
WNCN-F	104.3	New York	1.7/9.1/8/263
WNEW	1130	New York	1.5/2.8/7/80
WPAT-F	93.1	Paterson	2.6/3.1/12/89
WQCD-F	101.9	New York	1.1/3.4/5/99
WRKI-F	96.3	New York	.6/5.6/3/160
WFAN	660	New York	2.4/7.5/11/322
WHUD-F	100.7	Peekskill	.9/2.3/4/67
WICC	600	Bridgeport	.6/3.4/3/99
WINS	1010	New York	1.1/6.8/5/196
WKCI-F	101.3	Hamden	.6/2.5/3/72
WLTW-F	106.7	New York	2.6/6.3/12/182
WNSR-F	105.1	New York	1.9/5.7/9/165
WPLJ-F	95.5	New York	2.4/10.8/11/310
WQHT-F	97.1	New York	1.5/5.0/7/144
WRKS-F	95.1	Brookfield	2.6/6.3/12/182

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